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THE MAGAZINE FOR MAGAZINE MANAGEMENT

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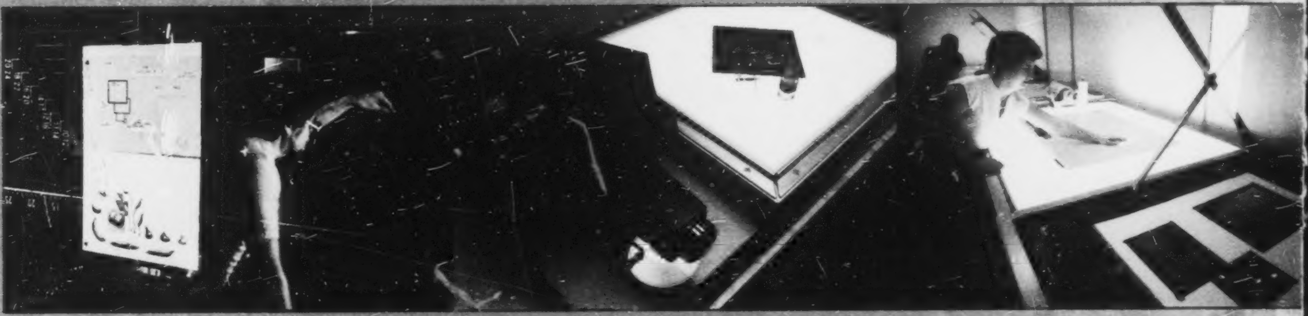

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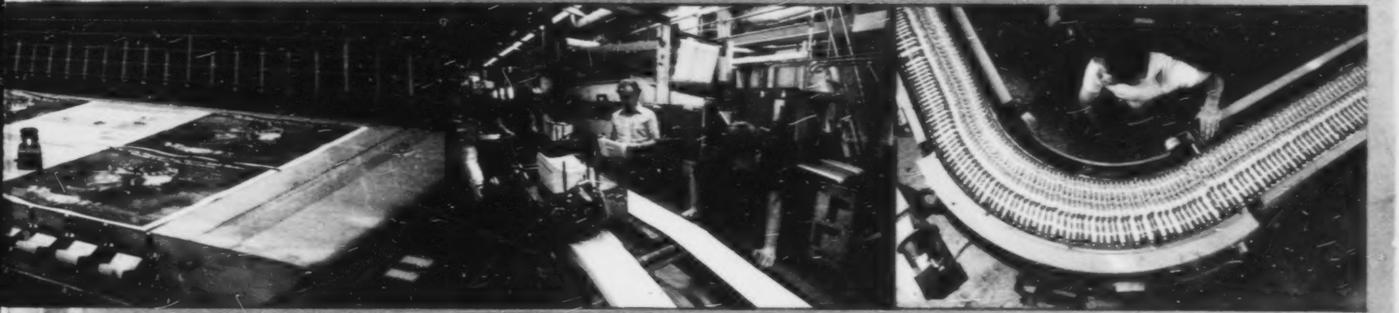

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BUSINESS WITH BILL*

[*Frankly, an advertisement*]

Yes, frankly, this is an ad. Our objective? If we can reflect to you the uniqueness of our Bill Communications' properties, then you can judge us even better as a reader, perhaps an advertiser, and maybe even a future fellow employee.

John Hartman
Chairman of the Board
Bill Communications, Inc.

Management consulting firms, who deal with all size companies, know there is a difference between working for a giant corporation, a large company, or a medium size company. Having spent five years at one large merchandising company, nine years at another, and more than 16 years at Bill, I also realize the difference.

At Bill you are more than just another employee. You are part of the family! There are no "hard and fast rules." Every decision is carefully considered. Every decision is acted upon in an atmosphere of individual freedom. All of our magazines and divisions are managed as if they were separate organizations. Rules of one do not affect the others!

People make a company! When the people feel they are important and know their ideas are appreciated and considered, their enthusiasm and their contribution is the best they have to offer.

After two large companies I have found a home. My magazine *Restaurant Business* is the leader in the foodservice industry. We operate in an air of self-motivation. We are part of a winning team because Bill is a winning team.

Bill Harner
Vice President, Sales
Restaurant Business

With Bill: 16 Years

Opportunity, to put it in a word, is what I've found at Bill and is what I value most about my experience here. Opportunity comes from working with people who will help you learn and grow and who will give you that extra push to discover the limits of the talents you have to offer. And opportunity also comes from working within an organization flexible and personal enough to allow you room to pursue a creative impulse in your work or even to try out new work arrangements at your job.

I think what I've been describing is something more important to providing job satisfaction than just comfortable surroundings or an office with a view. When I came to Bill, fresh out of school, I had no idea whether business journalism would be the place for me. Now, 12½ years later, it may seem like a long time to have stayed at one job in the publishing business; but in reality, I've had five different job titles in my tenure here, and each has involved different responsibilities and challenges. In a real sense, I've been able to define my job for myself at every step of the way. And now that my position involves day-to-day responsibility for other people, it's all the more clear to me why an organization must protect its most important investment—its people. The payoff is commitment.

Matt Naitove
Plastics Technology Magazine
Chief Editor

With Bill: 13 Years

If you asked an accountant to express his thoughts about a company, you would expect him to give you a set of columns, consisting of balance sheets and profit and loss statements. But not here. This company is more than a ledger sheet. It is a company of people—creative, vibrant, excited—who work in an atmosphere that has produced a tremendous amount of growth over the past years. Being part of the staff management has given me a special perspective on that growth.

The most important feeling you get when you're hired is that you're here to participate, not to stand on the sidelines and cheer. Since I've been here, we have acquired publications and started some. I've been involved in all of this. I've had the chance to contribute my ideas knowing that mistakes weren't fatal, and that's the point. The people who work here have freedom: freedom to express their opinions; to fail if need be and pick themselves up and start again. This process has allowed for a great amount of individual accomplishment, culminating in the success of this company as a whole; and although it's fun to be part of a successful operation, it's more fulfilling to grow from within.

Being here has done that. Thank you, Bill Communications.

Charles Indich
Controller
Bill Communications

With Bill: 15 years

***BILL COMMUNICATIONS, INC. *PUBLICATION DIVISION:* INCENTIVE MARKETING □ INDUSTRIAL CHEMICAL NEWS □ INSTITUTIONAL DISTRIBUTION □ JOBBER RETAILER □ MODERN TIRE DEALER □ PLASTICS TECHNOLOGY □ RESTAURANT BUSINESS □ RESTAURANT AND HOTEL DESIGN □ SALES & MARKETING MANAGEMENT □ SUCCESSFUL MEETINGS □ *INFORMATION DIVISION:* BILLCOM LIST RENTAL □ FOODSERVICE RESEARCH CENTER □ MARKET STATISTICS □ SALES BUILDERS □ SM DATA BANK**

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PRESS

THINK OF US AS OLD HAT.

Things were pretty basic back in 1916.

So when G.D. Crain, Jr., began a publishing operation with a staff of three to assist him, it was clear what it was going to take to succeed.

Without the benefit of vast resources or modern technology, it all boiled down to sweat equity. Legwork. Long hours. Mind searching. And, most important, belief and persistence in a basic idea—that the measure of any publication is first and foremost the quality of journalism that readers find between its covers.

From the outset, G.D. Crain, Jr., was convinced that providing a journalistically useful product to readers would, in turn, provide a measurably significant service to advertisers. And that, in turn, would make his fledgling publication grow and prosper.

Today, that idea may strike many as old hat. To some, short cuts and a quick buck may seem more in keeping with the demands of the time. But not at the company that has grown from the enterprise G.D. Crain, Jr., poured his soul into seven decades ago.

That company is Crain Communications. Much has changed here over the years. Instead of a handful of publications, we now publish over two dozen business newspapers, magazines, and consumer periodicals.

The first tiny office has been replaced by a network of locations throughout the U.S. and in Europe. Typewriters have given way to CRT units, and we provide computerized capabilities to other companies. And the original core of three employees has increased to over nine hundred.

All in all, G.D. Crain, Jr., would probably be startled to see the changes that have taken place at Crain Communications. But the way we earn a living hasn't changed a bit.

We still seek out the kind of publishing opportunities and the kind of employees that G.D. Crain, Jr., sought out in 1916. And what we do still amounts to old fashioned, sleeves-up journalism that translates into a value for both readers and advertisers.

So, while Crain Communications is one of today's strongest and most progressive publishing organizations, you can still think of us as old hat.

Crain Communications Inc

Where readers came first, from the first day.

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To People's editors...here's looking at you, kids.

The new Simmons Study, just out, confirms that you've attracted another 1.7 million readers to People, bringing your weekly following to nearly 23 million adults. This wouldn't have been possible without your spirit, dedication and amazing talent—the kind that's inspired 11 circulation increases in 11 years and made People a Finalist for two National Magazine Awards in 1985.

This most recent growth in People's audience—the largest increase for any magazine—is great news as well for our hundreds of advertisers. It means that People's legendary efficiency and persuasive powers are greater than ever.

Our thanks to all 222 of you around the world who make People what it is. Though your laurels are many, we know you won't rest on them. You can't. The next issue closes tomorrow.

People weekly

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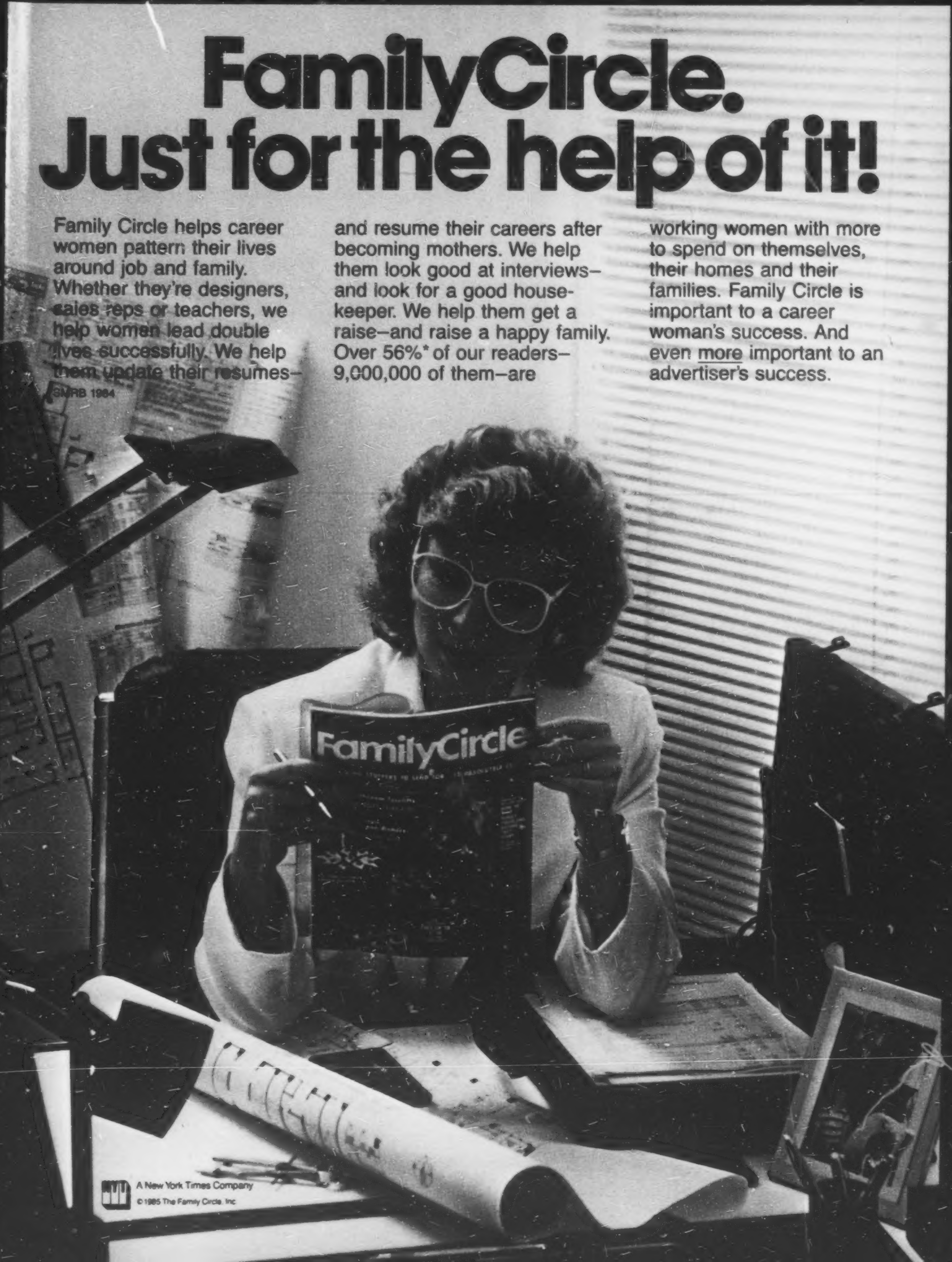

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*SMRB 1984

A New York Times Company

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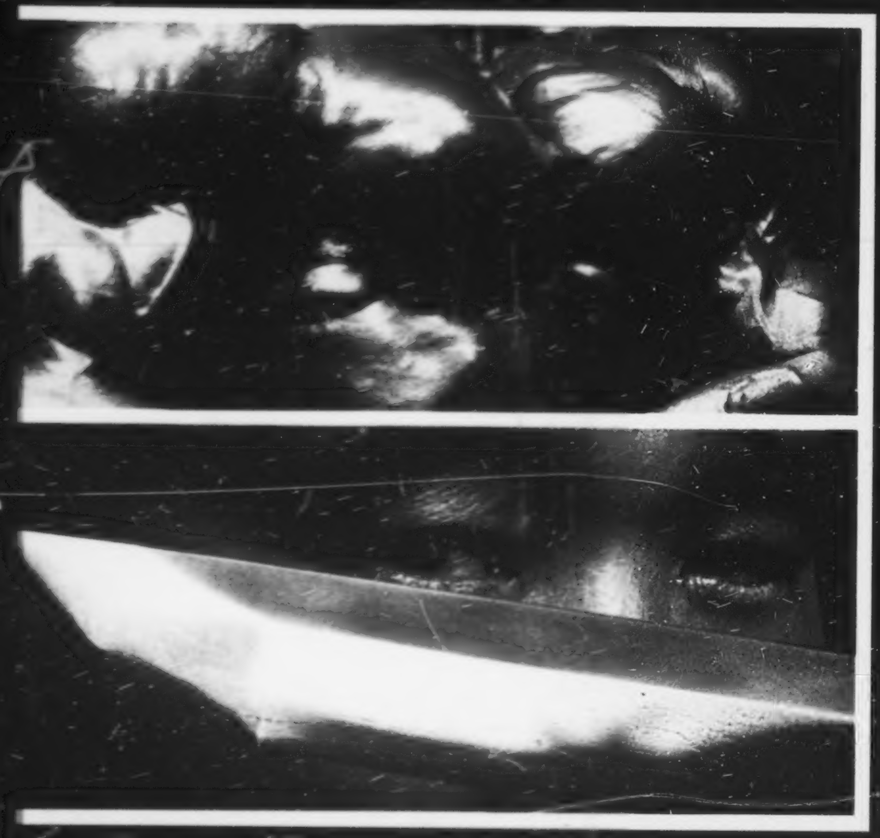

TAKE A
NEWLOOK

AT THE
PHENOMENA
OF LIFE.
THE GOOD,
BAD, BEAUTIFUL,
AND UGLY.
THE NATURAL,
UNNATURAL,
AND
SUPERNATURAL.
THE HEROIC,
AND VILLAINOUS.
THE
ADVENTUROUS,
BIZARRE,
AND THE
GLAMOROUS.

NEWLOOK

AN
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NEW MAGAZINE
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The Folio:400/1985 UserGuide

Welcome to the seventh annual FOLIO:400. We are pleased to present our analysis of 1984's top 400 revenue publications in the United States to the advertising and marketing community.

As always, we urge you take a few moments to read this guide before plunging into the wide range of information contained in our analyses. Because, far from being a simple list of the 400 top dollar books, the FOLIO:400 remains the most thorough quantitative study of these influential publications available in any single source.

Included in the many tables that follow are absolute and year-to-year data for each magazine on average circulation, subscription circulation and revenue, newsstand circulation and revenue, ad pages and ad revenue, to name a few. We believe that, studied carefully, these measurements can illuminate many important aspects of magazines that are not always apparent via traditional media analyses. For instance, they can provide a quantitative feel for the vitality of a magazine's subscription circulation, often said to be the cornerstone of healthy primary readership. Or these data can reveal a book's relative advertising vitality among similarly positioned publications. Or, for readers working in new or unfamiliar markets, these figures can indicate which publications are the dominant ones and musts for serious advertisers. In sum, one can learn a great deal more about the most important magazines than simple cost efficiencies.

Within this user's guide, you will find a brief description of key FOLIO:400 features and measurements, and all the background necessary to understand how our information was derived.

I. The Features

The FOLIO:400 consists of three basic segments: the overall FOLIO:400 (which includes this introduction, the main ranking table of the top 400 magazines, and the indexes in the back of the book); our analyses of FOLIO:400 consumer publications; and analyses of FOLIO:400 business publications. Listed below are the key features within each segment and their section numbers.

The FOLIO:400 (section 1)

This is our main table of the top 400 magazines in the United States by total revenue, defined as advertising plus subscription plus newsstand dollars. *All magazines listed in subsequent tables throughout the book are among these 400.* This main table also lists eight other critical measurements for each magazine that are used in the analyses that follow.

Top 50 Consumer Magazines (sections 2-21)

These charts contain the top 50 consumer magazines, ranked according to 20 separate performance measurements. Examples of these are Top 50 Consumer Magazines by Net Change in Subscription Circulation ('83/'84) and Top 50 Consumer Monthlies by Ad Pages. ▶

TOP 50 CONSUMER MAGAZINES

Avg. Subscription Circulation

Rank 1984	Magazine Name	1984 Average Subscription Circ.	% Chg. '83/'84
1	Reader's Digest	17,014,098	– 0.5
2	Modern Maturity	10,329,119	14.0
3	National Geographic	10,229,652	– 2.2
4	TV Guide	8,621,147	6.2
5	Better Homes and Gardens	7,488,786	0.4
6	McCall's	5,506,841	– 1.1
7	Time	4,400,883	– 0.3
8	Guideposts	4,174,478	3.0
9	Ladies' Home Journal	4,092,310	– 4.5
10	Good Housekeeping	3,404,491	– 0.6
11	Redbook	3,314,733	– 0.4
12	Consumer Reports	2,991,714	6.8
13	Newsweek	2,845,996	0.7
14	Prevention	2,793,763	8.9
15	Sports Illustrated	2,558,371	7.7
16	The American Legion	2,502,836	– 0.3
17	Playboy	2,365,492	1.7

Net Chg. in Avg. Sub. Circ. vs. '83

Rank 1984	Magazine Name	Net Chg. '83/'84	1984 Avg. Sub. Circ.
1	Modern Maturity	1,269,945	10,329,119
2	TV Guide	504,763	8,621,147
3	On Cable	446,916	936,535
4	Prevention	227,618	2,793,763
5	Country Living	210,619	811,524
6	Consumer Reports	191,714	2,991,714
7	American Health	188,080	619,225
8	Sports Illustrated	183,017	2,558,371
9	1,001 Home Ideas	181,185	1,488,973
10	Money	145,932	1,204,957
11	Seventeen	144,312	1,211,704
12	Smithsonian	136,505	2,076,879
13	Health	135,653	995,839
14	Omni	130,666	508,665
15	Personal Computing	123,936	478,576
16	Guideposts	119,958	4,174,478
17	Consumers Digest	102,196	1,005,195

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DuPont's new CROMALIN Masterproof off-press proofing system gives you something no other system can match: a new standard of excellence in negative to positive proof match.

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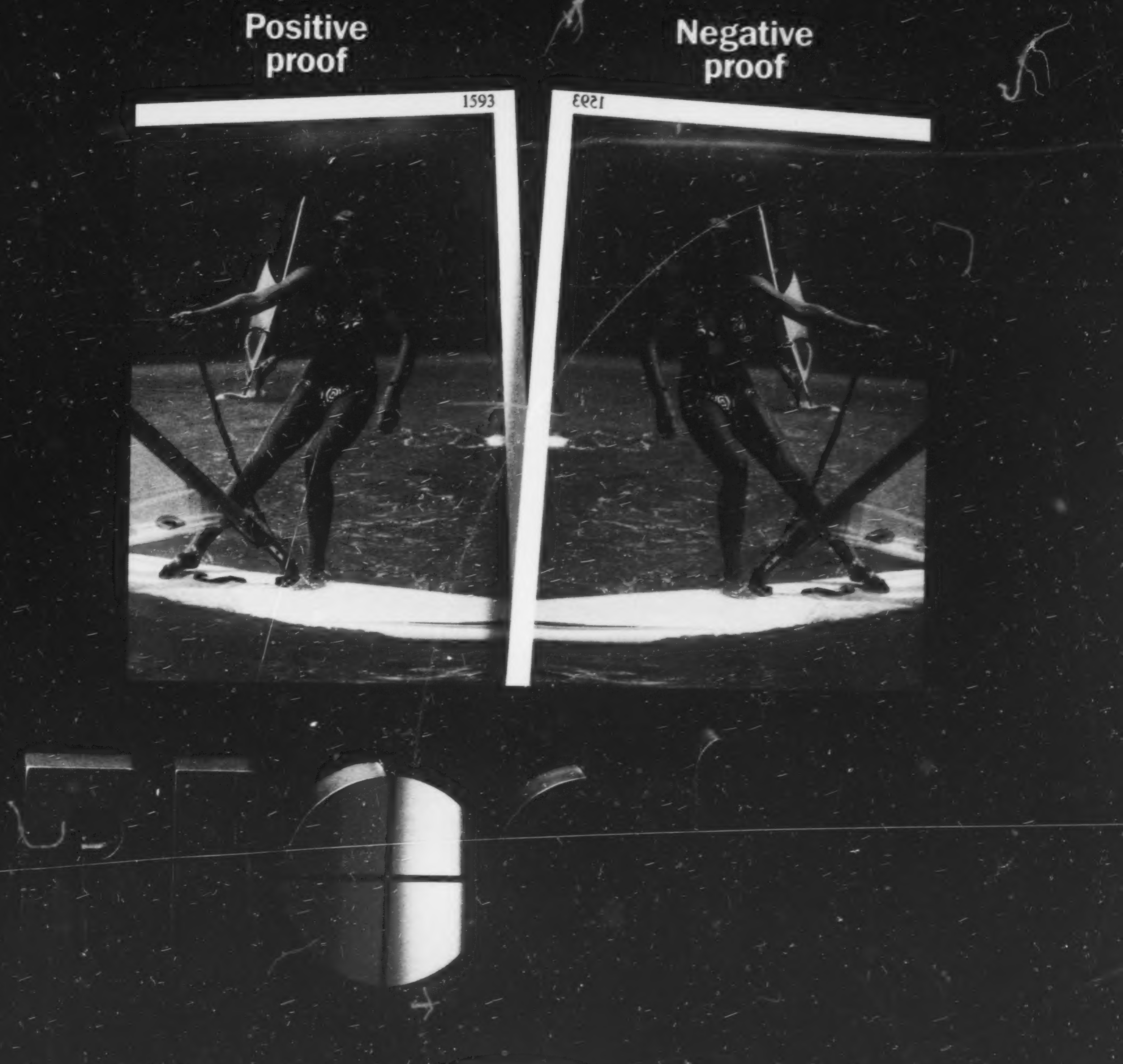
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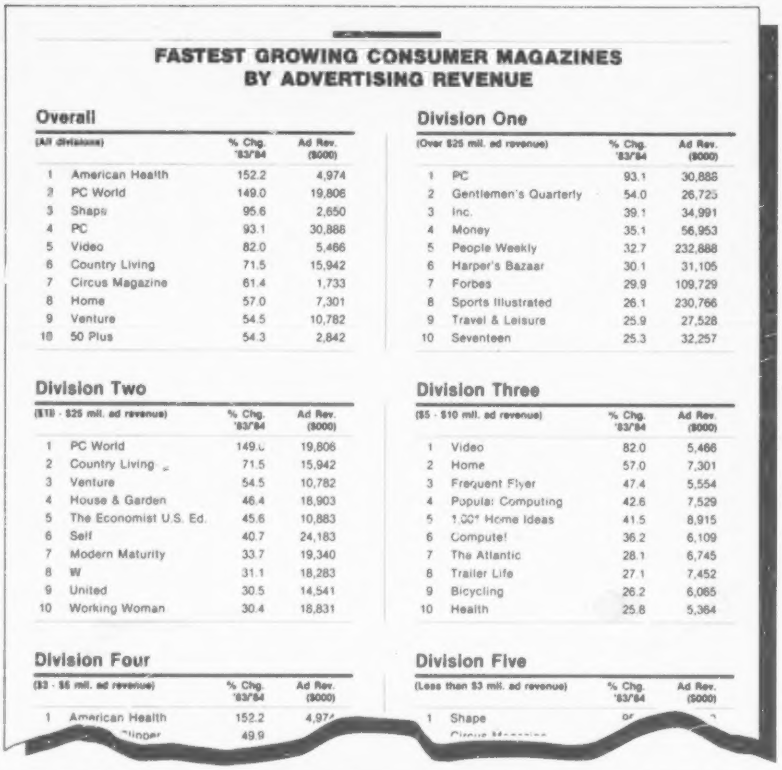
Fastest Growing Consumer Magazines (sections 22-29)

"Fastest Growing" is evaluated according to a publication's percentage growth in 1984 versus 1983. In each of eight major measurements, ranging from total revenue to newsstand circulation, the top 10 growth books are listed. In addition to the overall winners, the 10 fastest growing books in five magazine size divisions are also presented. These breakdowns help place the growth percentages in the proper perspectives. For example, *American Health* grew fastest in ad revenue among all FOLIO:400 consumer magazines, with a 152.2 percent jump. However, since the magazine has less than $5 million in total ad revenue, that growth rate is more meaningful when placed in perspective with those of other magazines of comparable ad revenue size.

Consumer Newcomers (section 30)

Each year, we devote a separate page to new FOLIO:400 consumer magazines. There are 11 charts rank-



FASTEST GROWING CONSUMER MAGAZINES
BY ADVERTISING REVENUE

Overall

	(All divisions)	% Chg. '83/'84	Ad Rev. ($000)
1	American Health	152.2	4,974
2	PC World	149.0	19,806
3	Shape	95.6	2,650
4	PC	93.1	30,888
5	Video	82.0	5,466
6	Country Living	71.5	15,942
7	Circus Magazine	61.4	1,733
8	Home	57.0	7,301
9	Venture	54.5	10,782
10	50 Plus	54.3	2,842

Division One

	(Over $25 mil. ad revenue)	% Chg. '83/'84	Ad Rev. ($000)
1	PC	93.1	30,888
2	Gentlemen's Quarterly	54.0	26,725
3	Inc.	39.1	34,991
4	Money	35.1	56,953
5	People Weekly	32.7	232,888
6	Harper's Bazaar	30.1	31,105
7	Forbes	29.9	109,729
8	Sports Illustrated	26.1	230,766
9	Travel & Leisure	25.9	27,528
10	Seventeen	25.3	32,257

Division Two

	($10 - $25 mil. ad revenue)	% Chg. '83/'84	Ad Rev. ($000)
1	PC World	149.0	19,806
2	Country Living	71.5	15,942
3	Venture	54.5	10,782
4	House & Garden	46.4	18,903
5	The Economist U.S. Ed.	45.6	10,883
6	Self	40.7	24,183
7	Modern Maturity	33.7	19,340
8	W	31.1	18,283
9	United	30.5	14,541
10	Working Woman	30.4	18,831

Division Three

	($5 - $10 mil. ad revenue)	% Chg. '83/'84	Ad Rev. ($000)
1	Video	82.0	5,466
2	Home	57.0	7,301
3	Frequent Flyer	47.4	5,554
4	Popular Computing	42.6	7,529
5	1,001 Home Ideas	41.5	8,915
6	Compute!	36.2	6,109
7	The Atlantic	28.1	6,745
8	Trailer Life	27.1	7,452
9	Bicycling	26.2	6,065
10	Health	25.8	5,364

Division Four

	($3 - $5 mil. ad revenue)	% Chg. '83/'84	Ad Rev. ($000)
1	American Health	152.2	4,97
	lipper	49.9	

Division Five

	(Less than $3 mil. ad revenue)	% Chg. '83/'84	Ad Rev. ($000)
1	Shape		

THE MAGNET
The new CBS Magazine Network

REACHING MORE THAN 20 MILLION PASSIONATE CONSUMERS.

☐ ROAD & TRACK ☐ AMERICAN PHOTOGRAPHER ☐ SKIING
☐ FLYING ☐ BOATING ☐ AUDIO ☐ POPULAR PHOTOGRAPHY
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Bride and prejudice.

Her buying power will shake up your old beliefs.

She's the super consumer. A $20 billion market. Highly motivated. Responsive. Ready to buy. Outspending the average woman in nearly every product category tested. BRIDE'S Magazine. The proven leader. Reaching an audience of 3.5 million. Surpassing the competition in circulation and readership for the past six years. In editorial, efficiency and advertising pages, too.

BRIDE'S. A vital shopper's guide. With her at that special time. When brand loyalties begin. When she's part of a $40,400 dual-income household that needs everything now. Financial services and insurance. Electronics and liquor. Travel and automotive. Cosmetics and fragrances. Furniture, fashion and tabletop. BRIDE'S. The number one bridal magazine. It pays to be there.

For more information, call
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Today's most widely read bridal magazine.

BRIDE'S

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Sources: Spring 1985 MRI; Hall's Editorial Reports; PAR; ABC; BRIDE'S Primary Reader Study (SMRB, 1984)

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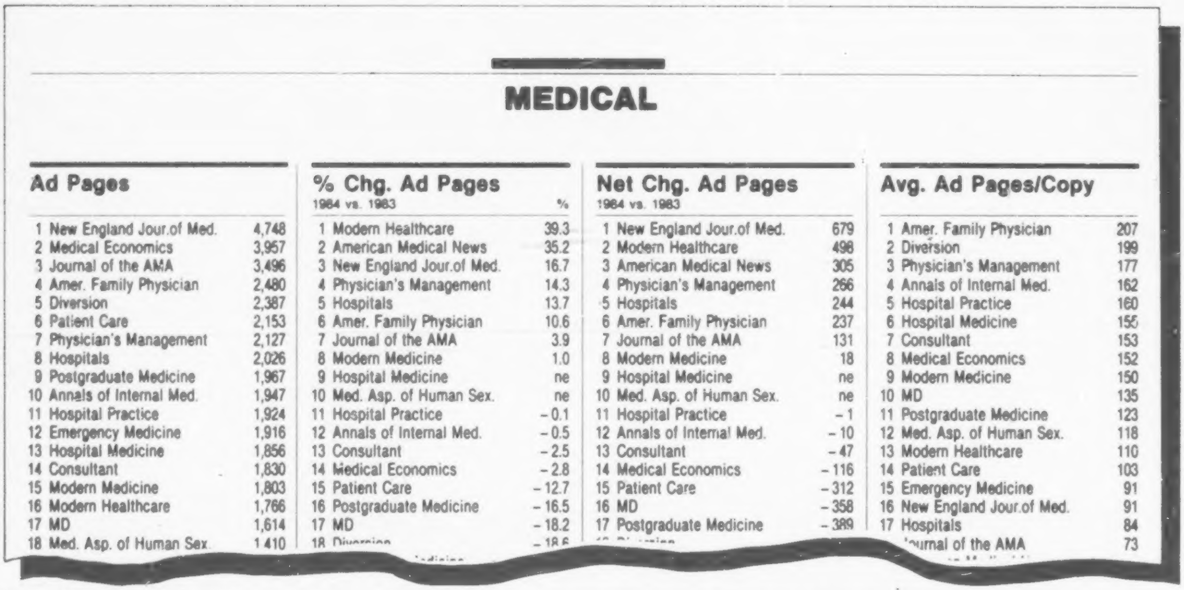


MEDICAL

	Ad Pages		% Chg. Ad Pages 1984 vs. 1983	%	Net Chg. Ad Pages 1984 vs. 1983		Avg. Ad Pages/Copy	
1	New England Jour.of Med.	4,748	Modern Healthcare	39.3	New England Jour.of Med.	679	Amer. Family Physician	207
2	Medical Economics	3,957	American Medical News	35.2	Modern Healthcare	498	Diversion	199
3	Journal of the AMA	3,496	New England Jour.of Med.	16.7	American Medical News	305	Physician's Management	177
4	Amer. Family Physician	2,480	Physician's Management	14.3	Physician's Management	266	Annals of Internal Med.	162
5	Diversion	2,387	Hospitals	13.7	Hospitals	244	Hospital Practice	160
6	Patient Care	2,153	Amer. Family Physician	10.6	Amer. Family Physician	237	Hospital Medicine	155
7	Physician's Management	2,127	Journal of the AMA	3.9	Journal of the AMA	131	Consultant	153
8	Hospitals	2,026	Modern Medicine	1.0	Modern Medicine	18	Medical Economics	152
9	Postgraduate Medicine	1,967	Hospital Medicine	ne	Hospital Medicine	ne	Modern Medicine	150
10	Annals of Internal Med.	1,947	Med. Asp. of Human Sex.	ne	Med. Asp. of Human Sex.	ne	MD	135
11	Hospital Practice	1,924	Hospital Practice	- 0.1	Hospital Practice	- 1	Postgraduate Medicine	123
12	Emergency Medicine	1,916	Annals of Internal Med.	- 0.5	Annals of Internal Med.	- 10	Med. Asp. of Human Sex.	118
13	Hospital Medicine	1,856	Consultant	- 2.5	Consultant	- 47	Modern Healthcare	110
14	Consultant	1,830	Medical Economics	- 2.8	Medical Economics	- 116	Patient Care	103
15	Modern Medicine	1,803	Patient Care	- 12.7	Patient Care	- 312	Emergency Medicine	91
16	Modern Healthcare	1,766	Postgraduate Medicine	- 16.5	MD	- 358	New England Jour.of Med.	91
17	MD	1,614	MD	- 18.2	Postgraduate Medicine	- 389	Hospitals	84
18	Med. Asp. of Human Sex.	1,410	Diversion	- 18.6			Journal of the AMA	73

ing the newcomers on pertinent revenue and circulation criteria.

Consumer Market Performance Summaries (section 31)

Most FOLIO:400 consumer magazines have been assigned to at least one and at most two of 30 magazine "markets" (see below). Our market performance summaries are rankings of these markets' collective performances by eight different measurements: e.g., by total average circulation, by ad pages, etc.

Consumer Market Analyses (sections 32-61)

As mentioned above, we have grouped most FOLIO:400 consumer magazines into 30 major magazine markets. Our markets, similar to Standard Rate & Data Service' classifications, present the results of our study for groups of magazines with conceptually similiar editorial. That is not to say magazines within a market are alike in every respect. In a narrow market such as Bridal, the books have quite a bit in common. In a diverse market such as Lifestyles, the magazines are quite different. Magazines may appear in a maximum of two markets, as determined by the FOLIO:400 editorial staff from information supplied by publishers and other industry sources.

We recommend you consult the Magazine Profiles section of each market analysis for editorial descriptions, listings of key publishing contacts, and primary SRDS ciassification numbers for each magazine in the market.

Each market analysis begins with a Market Highlights page, summarizing key findings/performances in the market. Following the Market Highlights are 24 charts of major revenue, circulation and growth statistics for market magazines. There are three exceptions: the Inflight and Sunday Magazines markets contain only 14 charts because books in these markets are not available by subscription or individually at the newsstand; the Maturity market contains 19 charts, as its magazines are available by subscription but not sold at the newsstand.

Top 50 Business Magazines (sections 62-73)

As do the top 50 consumer magazine tables, these rank our 139 FOLIO:400 specialized business magazines by 12 separate criteria.

Fastest Growing Business Magazines (sections 74-79)

The top 10 growth magazines among our business publications are charted according to six measurements. As in the corresponding consumer section, growth within each measurement is reported on both an overall basis and within three magazine revenue size divisions.

Business Newcomers (section 80)

This is a separate page devoted to new FOLIO:400 business magazines, ranking them by nine revenue and circulation criteria.

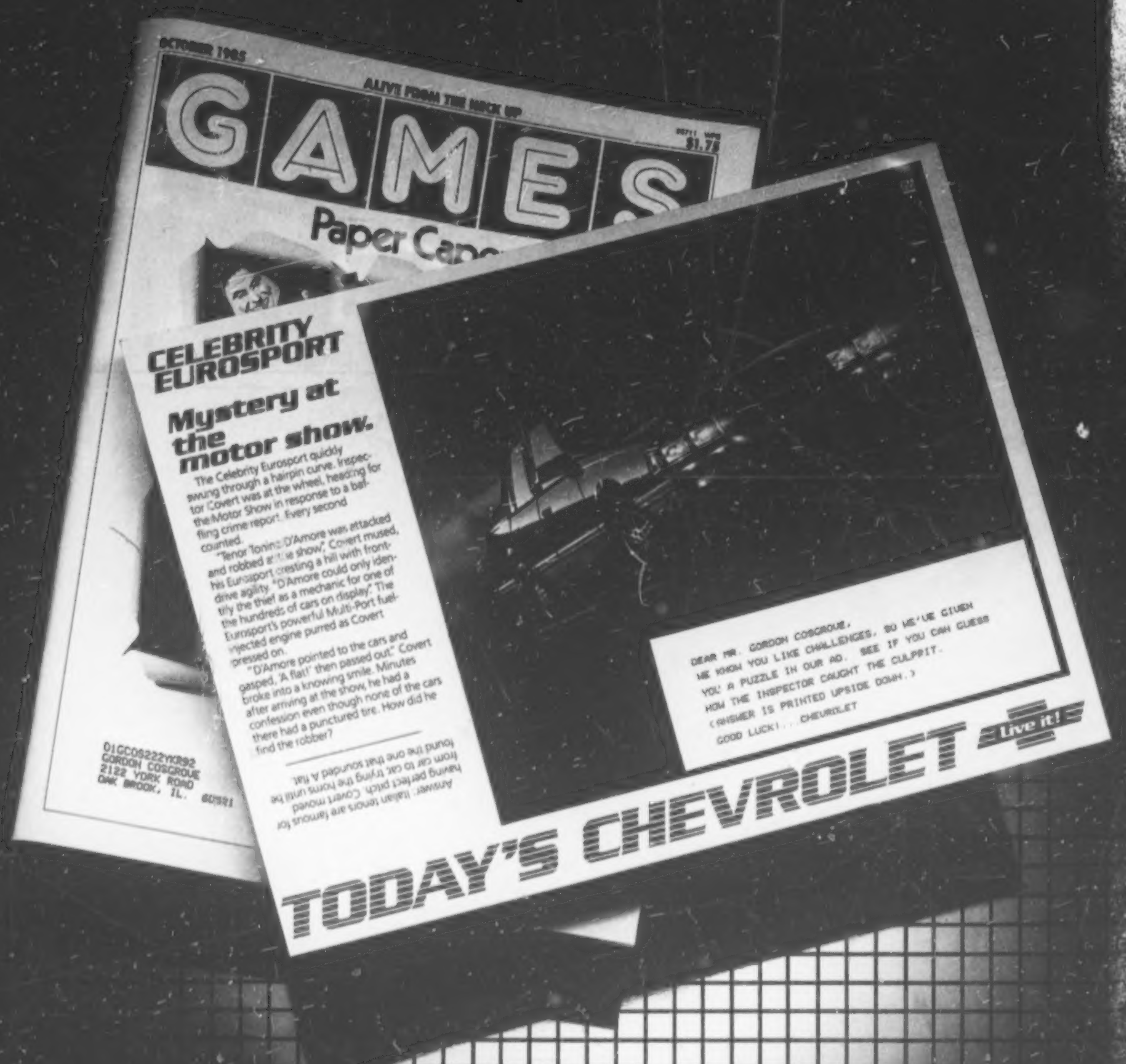
Business Market Performance Summaries (section 81)

These tables present the 18 business markets ranked by six key performance measurements.

Business Market Analyses (sections 82-99)

There are 18 business magazine markets, defined within the same basic parameters as the consumer markets. Because business magazines tend

Starting today,
you can touch readers
in a whole new way.



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GORDON COSGROVE
2122 YORK ROAD
OAK BROOK, IL. 60521

CELEBRITY EUROSPORT

Mystery at the motor show.

The Celebrity Eurosport quickly swung through a hairpin curve. Inspector Covert was at the wheel, heading for the Motor Show in response to a baffling crime report. Every second counted.

"Tenor Tonino D'Amore was attacked and robbed at the show," Covert mused, his Eurosport cresting a hill with front-drive agility. "D'Amore could only identify the thief as a mechanic for one of the hundreds of cars on display." The Eurosport's powerful Multi-Port fuel-injected engine purred as Covert pressed on.

"D'Amore pointed to the cars and gasped, 'A flat!' then passed out." Covert broke into a knowing smile. Minutes after arriving at the show, he had a confession even though none of the cars there had a punctured tire. How did he find the robber?

Answer: Italian tenors are famous for having perfect pitch. Covert moved from car to car, trying the horns until he found the one that sounded 'A flat.'

DEAR MR. GORDON COSGROVE,
WE KNOW YOU LIKE CHALLENGES, SO WE'VE GIVEN
YOU A PUZZLE IN OUR AD. SEE IF YOU CAN GUESS
HOW THE INSPECTOR CAUGHT THE CULPRIT.
(ANSWER IS PRINTED UPSIDE DOWN.)
GOOD LUCK!...CHEVROLET

Introducing the Selectronic® ad: Advertising so personal no two are alike.

Imagine Mr. Cosgrove's surprise.

When he opened his October issue of *Games'* magazine there was his name in the middle of a Chevy ad.

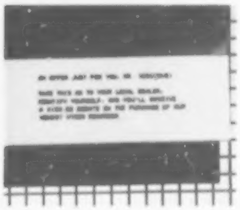
But then, Gordon Cosgrove was not alone. Some 564,000 other subscribers also found their names individually printed on the ad.

Welcome to a new age of magazine selectivity.

As far as we know, it was the first time in history that an ad in a consumer magazine was personalized for each reader.

But it's only a small indication of the advertising potential a Selectronic® magazine can give you.

R. R. Donnelley's patented Selectronic® gathering and imaging technology lets publishers tap their subscriber database. Then custom-make each copy of their magazine to individual reader specifications. And communicate with their subscribers by name and personal messages within its pages.



So Selectronic® publishers can offer you new ways to reach very specific audience segments.

They can segment their subscription file and print individual messages to different subgroups. Or even individuals.

As a result, you can make special response offers to subscribers by name.

Which means you can get more reader involvement and action into your ads.

By using subscribers' Zip Code data, you can even print the reader's closest dealer and phone number on the ad. Making it much easier for readers to respond.

SHELTER INSURANCE

Ad sections so personal they practically shake hands.

Publishers can now selectively bind-in special advertising supplements targeted to different subscribers' demographics or individual interests.

So you can direct your messages only to those readers who have a genuine use for your products.

Gordon Cosgrove's copy of *Games,'* for example, contained a special 32-page section that many other copies did not.

It was custom-gathered into his magazine and his Chevy ad was personalized without stopping the binding line.

Why publishing as usual isn't anymore.

The Selectronic® magazine's potential to target subscribers and promote to them with personalized messages goes beyond advertising.

In fact, it may change the way all of us look at magazines—printer, publisher, advertiser, and reader alike.

If you'd like to find out more, call a Donnelley printing representative.

But please do it soon.

Because a new generation of Selectronic® magazines is already on the way. A refined Donnelley technology with even more options. More applications. More flexibility. More opportunities.

And now is the time to prepare for it.

Now's the time to put the Selectronic® magazine to the test. And welcome in the beginning of database publishing.

A new age of magazine selectivity is in your hands.

R. R. DONNELLEY & SONS COMPANY
Adding value to magazines

We could write several more pages about what a Selectronic* magazine can do for advertising selectivity.

But the best way to see what it can do for your advertising program is to talk to a few publishers.

If they haven't heard of the Selectronic* magazine, a R. R. Donnelley printing representative can help.

Here's where you can find one.*

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Boston, Massachusetts
(617) 466-9100

Washington, D.C.
(703) 931-3870

Irvine, California
(714) 833-1533

Menlo Park, California
(415) 853-0700

Chicago, Illinois
(312) 326-8000

Sherman Oaks, California
(818) 986-1993

Stamford, Connecticut
(203) 965-0700

Philadelphia, Pennsylvania
(215) 564-3224

Fort Worth, Texas
(817) 335-6000

R. R. DONNELLEY & SONS COMPANY
Adding value to magazines

Now if this was a Selectronic magazine we could list the name and phone number of your closest representative. Which would make things easier for you. And probably increase our response.

UserGuide

to be even more specifically targeted than consumer books, and our business magazine markets are often defined in a broader conceptual sense, we strongly recommend that you consult the Magazine Profiles section of each market analysis for specific editorial descriptions, listings of key publishing contacts, and primary SRDS classification numbers for each magazine in the market.

Each business market analysis also begins with a Market Highlights page, followed by 14 to 24 charts of major revenue, circulation and growth statistics for market magazines.

Indexes

In the back of The 400, you will find four indexes. The Magazine Index lists each FOLIO:400 publication and every place it appears in the book. The Corporate Index lists major publishing corporations and their FOLIO:400 magazines. The Consumer and Business Market Indexes list each magazine market and the books that compose it. This is followed by an Advertiser Index.

II. The Data

All data presented are FOLIO:400 estimates. Figures are compiled and evaluated by our editorial and research staffs, based on questionnaires mailed to more than 550 candidate publications and subsequent discussions with the magazines. Published industry reports, news items, and independent monitoring organizations also serve as a guide in our estimating processes. Printouts of results are sent to every FOLIO:400 qualifier so that any questions about their numbers can be addressed and resolved prior to publication.

Revenues

Total revenue is the sum of advertising revenue plus subscription revenue plus newsstand sales revenue, and is domestic only. Ad revenue is reported in gross terms, i.e. before agency commission, but minus best estimates for frequency discounts. Subscription revenue is determined by multiplying the average annual price of subscriptions by the average subscription circulation. Newsstand revenue is the product of average newsstand cover price, times newsstand circulation, times the magazine's frequency.

Circulation

For audited publications, all circulation figures are an average of semiannual audits. Figures are U.S. only, except in the case of magazines with international circulation of the same editorial issues as the U.S. issues. For unaudited publications, circulations are publisher estimates backed by the Statement of Ownership Management and Circulation (SOMC) forms required by the U.S. Postal Service.

Magazine Profiles

This information is supplied by the publications.

We hope you find The FOLIO:400 a useful tool in providing insights to better manage your magazine advertising programs. If you have any questions about our data, please contact our editorial staff in New Canaan, Connecticut. We will be happy to help.

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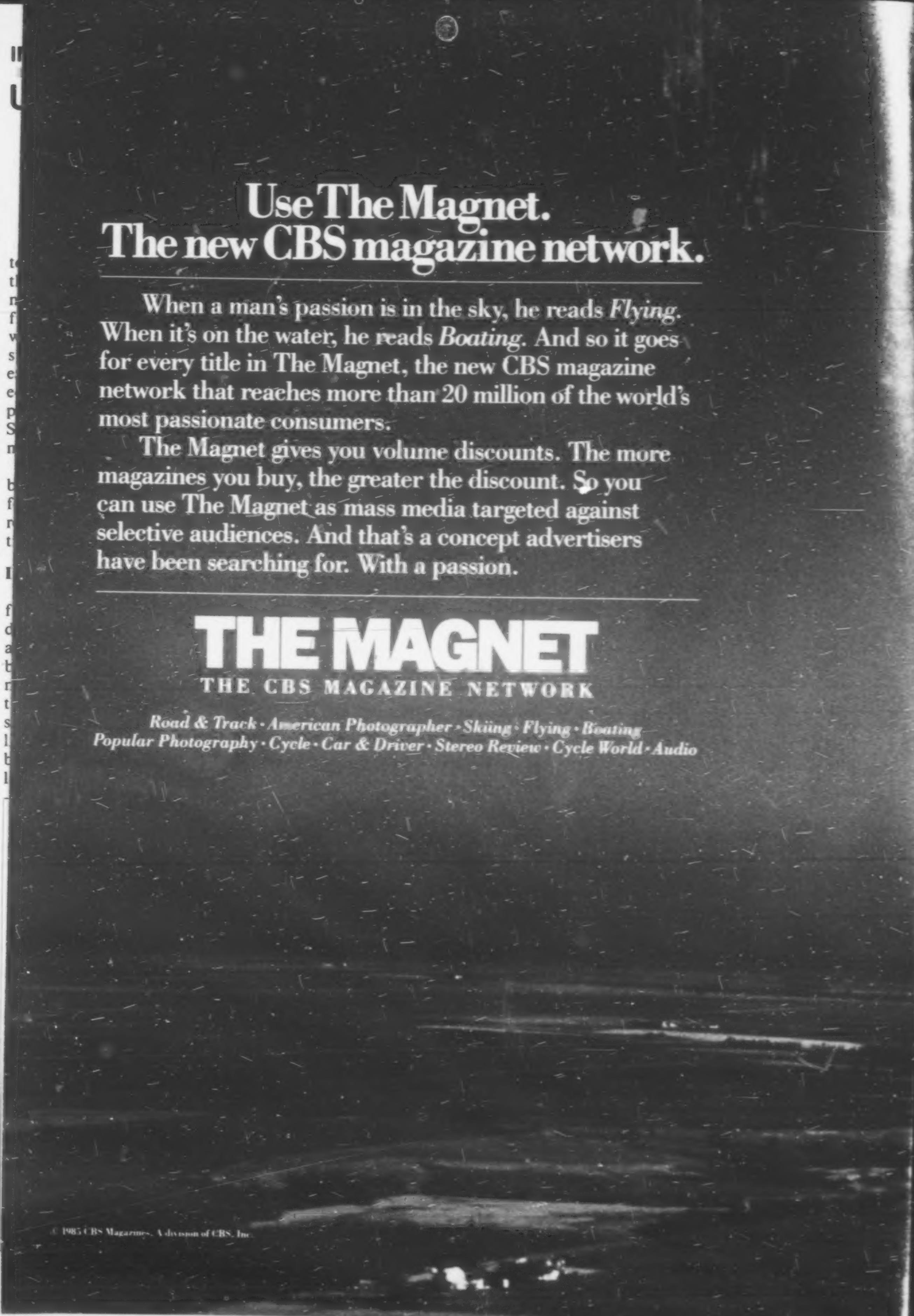

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1984 a banner year for magazines

Of our 400 magazines, 317 are gainers in total revenue over last year. Circulation is up for 234 of them. The majority of our magazines have also topped 1983 in ad revenue (304 books) and ad pages (253 books). On a less spectacular note, newsstand circulation has increased for only 89 publications, less than half of the 232 distributed via that channel. There are 30 FOLIO:400 newcomers this year, 19 of them consumer publications and 11 of them business books. In 1983, there were 29 newcomers, 16 consumer and 13 business.

A brief discussion of these key trends follows.

I. The 400 Overview

Ad revenue grabs bigger share of total

Total revenue for all 1984 FOLIO:400 publications is now more than $12 billion, up a blistering 11% versus the previous year. This is the highest dollar volume ever reported in our seven years of research, breaking 1983's record setting total. The 11% growth rate ties last year's fastest ever pace. Advertising revenue is largely responsible, with a 16% rise versus '83 to $7.1 billion—both figures also FOLIO:400 records. Ad revenue now generates 58% of The 400's total. At the core of this performance is a 4% jump in ad pages to over 562,000, another highest-ever total.

Subscription and newsstand revenues also rise

Though they continue their decline to 42% of The 400's total income (versus 44% last year), circulation revenues are still an important source of publishing income. Subscription dollars, 94% of them from consumer books, have broken the $3 billion mark for the first time, a FOLIO:400 record and an increase of 6% over 1983. But they have not grown in line with ad revenue, and now account for 25% of the total revenue pie. Newsstand dollars, almost entirely from consumer books, have grown even more slowly—+3% versus '83—to $2.1 billion. Repeating last year's trend, they have dropped from a high of 22% of total revenue in 1981 to a new low of 17%.

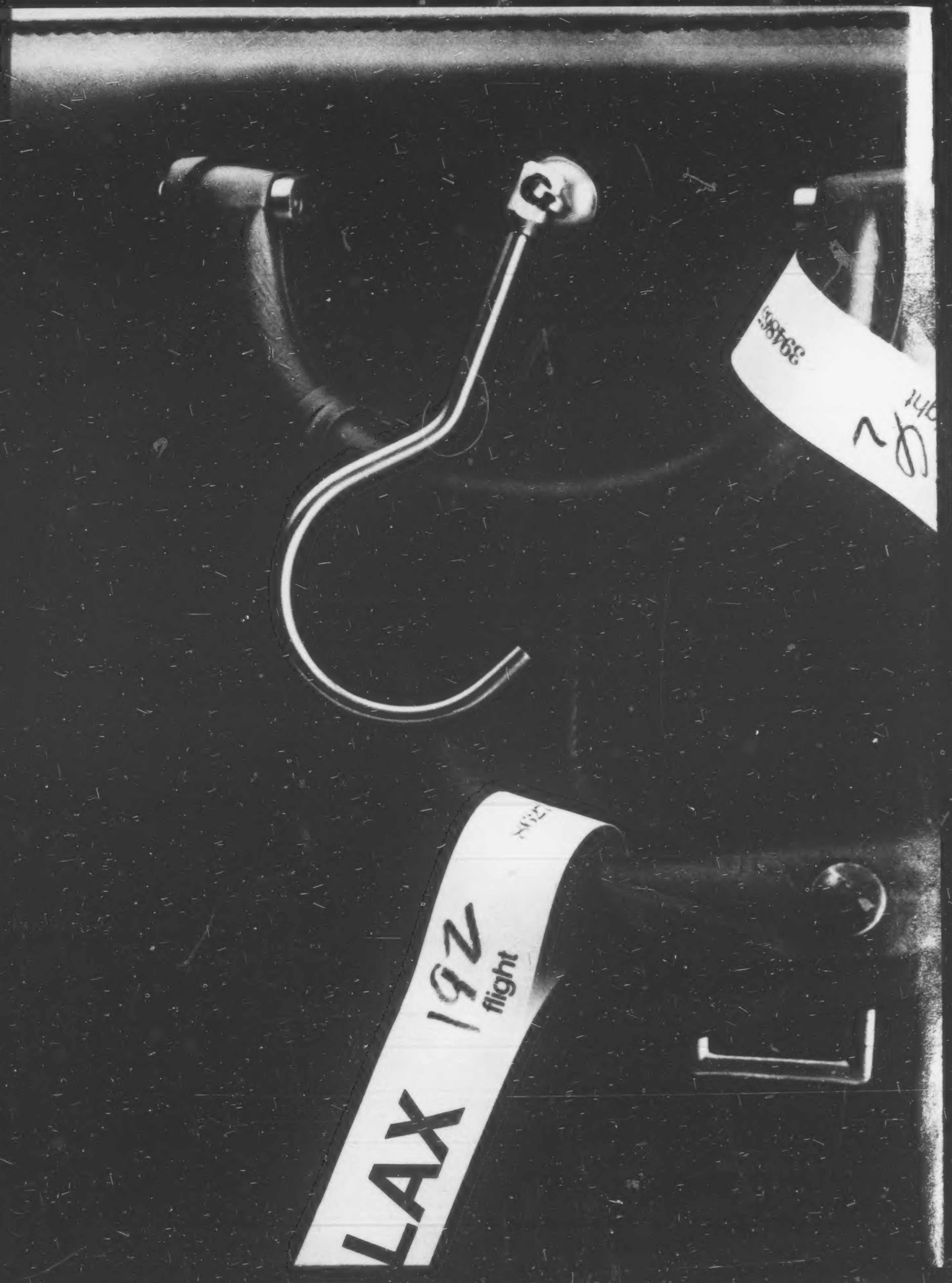
Newsstand circulation dips again; subs and controlled pick up slack

Total 1984 average circulation of FOLIO:400 finishers is 343.7 million, a slight increase compared with last year and second only to 1980's 346.6 million. Consumer magazines continue to account for 95% of the total. ▶

1984 Performance composite—all Folio:400 magazines

		1984 (% of total)	1983 (% of total)	Index
Revenues ($millions)	Total revenue	12,233 (100)	11,043 (100)	111
	Total ad revenue	7,104 (58)	6,150 (56)	116
	Total subscription revenue	3,029 (25)	2,854 (26)	106
	Total newsstand revenue	2,100 (17)	2,038 (18)	103
	Total consumer mags.	10,694 (87)	9,681 (88)	110
	Total business mags.	1,539 (13)	1,362 (12)	113
Ad pages	Total ad pages	562,144 (100)	540,152 (100)	104
	Total consumer mags. ad pages	276,942 (49)	248,694 (46)	111
	Total business mags. ad pages	285,202 (51)	291,458 (54)	98
Circulation (millions of copies)	Total avg. circulation	343.7 (100)	341.5 (100)	101
	Total avg. sub circ.	213.8 (62)	209.3 (61)	102
	Total avg. news. circ.	76.9 (22)	79.7 (23)	96
	Total avg. controlled circ.	53.0 (16)	52.5 (16)	101
	Consumer mags. total avg. circ.	326.1 (95)	323.7 (95)	101
	Business mags. total avg. circ.	17.6 (5)	17.8 (5)	99

Figures are FOLIO estimates for the calendar year 1984.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Prey: Devours dawdling printers, photographers, typesetters, artists and whomever was supposed to have made the coffee.

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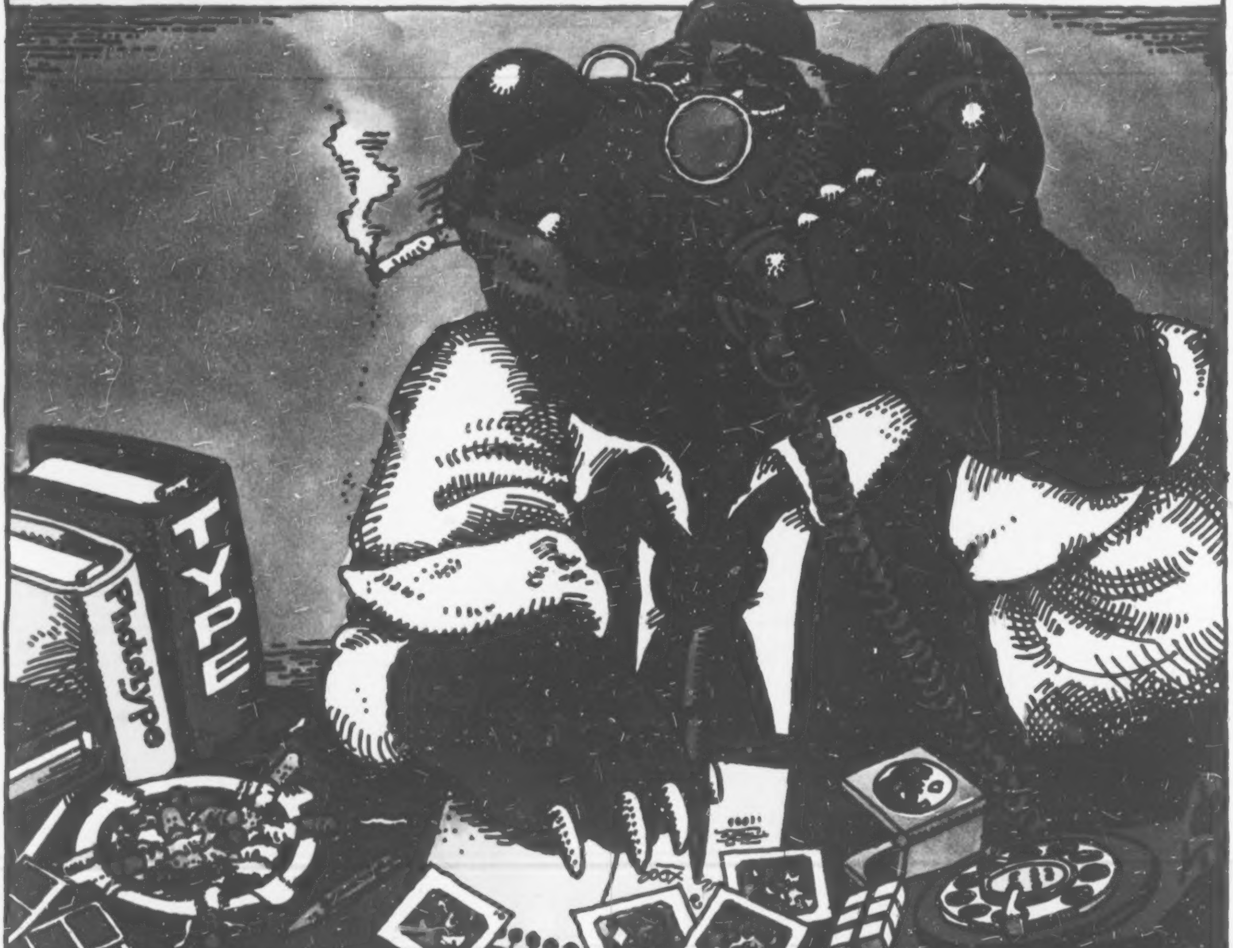

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The 400 Overview

1983's notable development, a bump in controlled circulation, repeats itself as this segment grows 1% in 1984. Controlled copies again represent 16% of total. Newsstand circulation dips 3.5% versus '83, but remains 22% of the total. Paid subscriptions, a healthy 2+% above last year, still account for 62% of total average circulation for The 400.

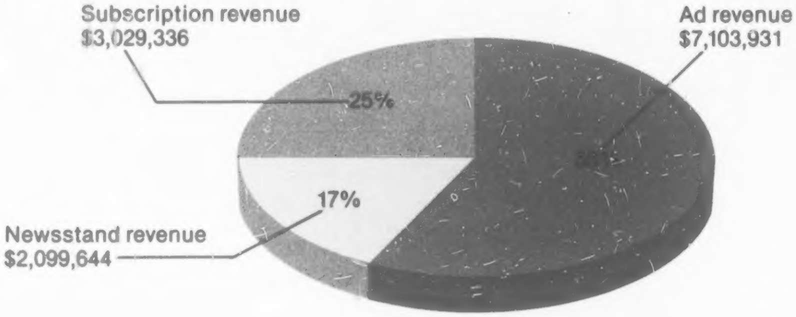
II. Consumer Publications Overview

Ad revenue sets the pace

A 15% hike in ad revenue and a 11% boost in ad pages versus '83 keep

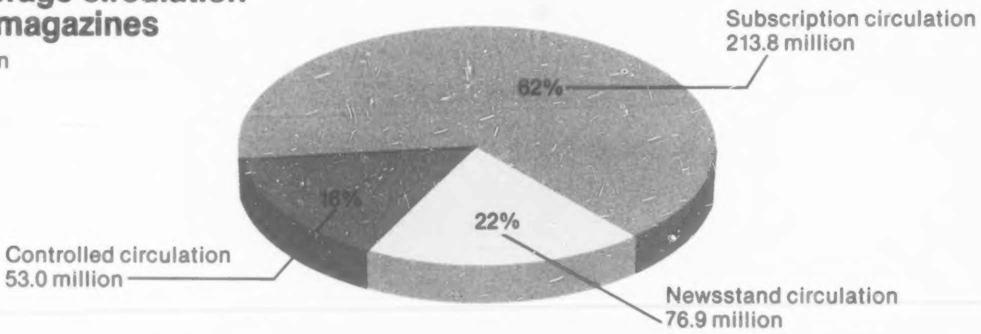
1984 Total revenue ($000) All Folio:400 magazines

Total revenue
$12,232,911



1984 Total average circulation All Folio:400 magazines

Total avg. circulation
343.7 million



1984 Performance composite—261 Folio:400 consumer magazines

		1984 (% of total)	1983 (% of total)	Index
Revenues ($millions)	Total revenue	10,694 (100)	9,681 (100)	110
	Ad revenue	5,748 (54)	4,979 (51)	115
	Subscription revenue	2,852 (27)	2,671 (28)	107
	Newsstand revenue	2,094 (19)	2,032 (21)	103
Ad pages		276,942 (100)	248,694 (100)	111
Circulation (millions of copies)	Total avg. circulation	326.1 (100)	323.7 (100)	101
	Total avg. sub circ.	204.4 (63)	199.1 (61)	103
	Total avg. news. circ.	76.8 (23)	79.5 (25)	97
	Total avg. controlled circ.	44.9 (14)	45.1 (14)	100

Figures are Folio estimates for the calendar year 1984.

Consumer Publications Overview

last year's hot pace going. These are responsible for the 10% total revenue increase over last year. Now topping $5.7 billion, ad revenue has climbed to 54% of total consumer dollars, up 3 share points from last year.

Circulation revenues, now $4.9 billion, are also up, but not as dramatically as in 1983 or their ad counterparts. Subscription dollars have increased 7% and have dropped a point to 27% of total revenue for FOLIO:400 consumer books. Newsstand revenue, although up 3% due largely to cover price increases, has declined to 19% of the total from 21% last year.

Gap between circulation growth and circ dollar growth narrows

Total average circulation of our 261 consumer books is up 1% versus a year ago, the result of a 3% increase in subscription circ. This total circulation growth is more in line with the 5% hike in 1984 circulation revenues. 1983, on the other hand, saw circulation grow 1% while circ revenues surged over 7%.

Subscriptions increase versus 1983

Total average subscription circulation the FOLIO:400 consumer books is up a healthy 3% versus 1983, and now accounts for 63% of the consumer circulation total. This share is two points higher than it was in 1983. Without as many of the dramatic sub price increases we saw in 1983, it seems that subscribers have returned to their preferred magazine folds.

Newsstand volume drops again

The total average newsstand circulation for our 261 consumer books is 76.8 million, off more than 3% compared with 1983. It has also dropped two points to 23% of the total. With newsstand revenue up 3%, it appears that there continues to be consumer resistance to higher single-copy prices.

Controlled copies steady

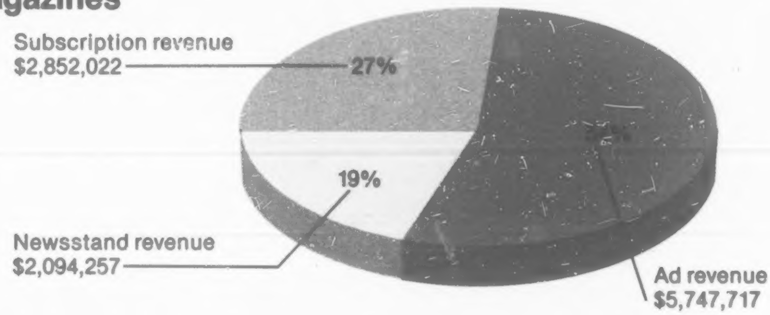
Controlled circulation among our consumer books drops slightly, less than .5%, versus banner year 1983. Like last year, the inflight books and newspaper delivered magazines are largely responsible for this segment of the circulation.

III. Business Publications Overview

FOLIO:400 business magazines record a 13% hike in revenues versus 1983 (Turn to page 281 for details). ▶

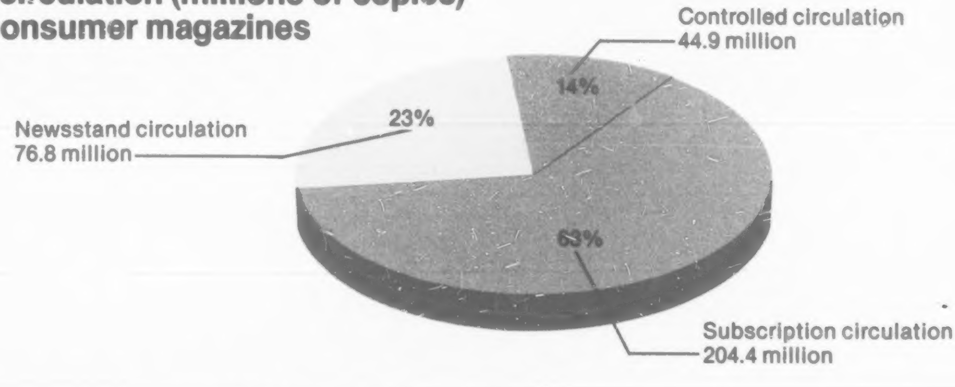
1984 Total revenue ($000s)
261 Folio:400 consumer magazines

Total revenue
$10,693,966

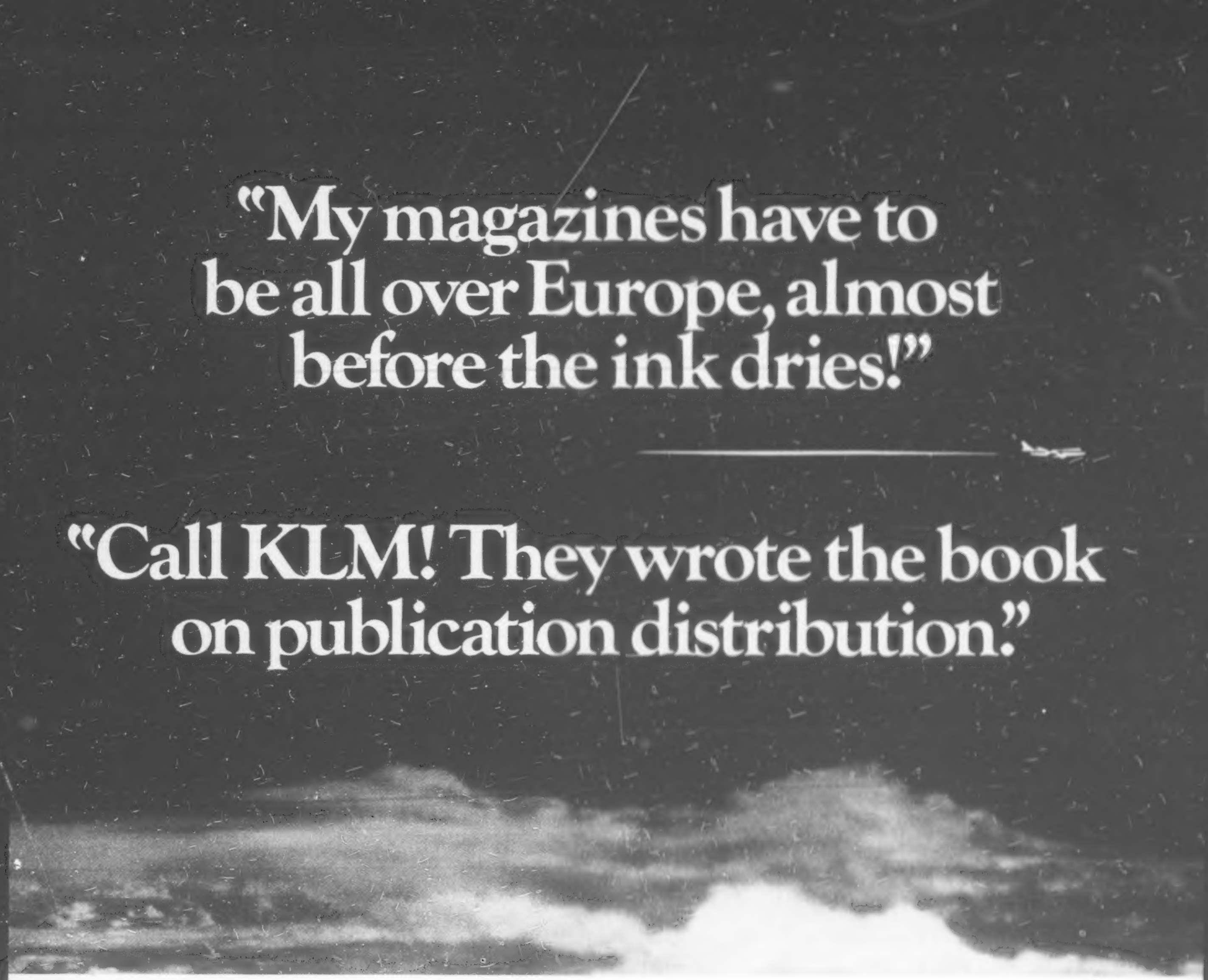


1984 Total avg. circulation (millions of copies)
261 Folio:400 consumer magazines

Total avg. circulation
326.1 million



Figures are FOLIO estimates for the calendar year 1984.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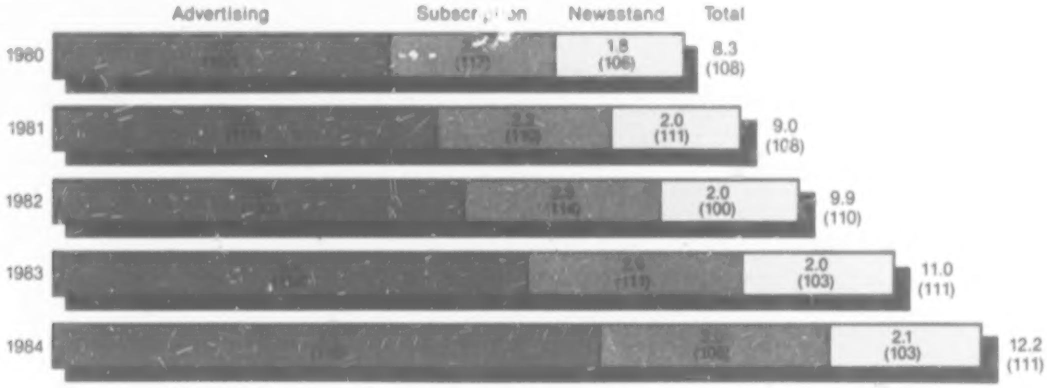
Five year summary of all Folio:400 magazines

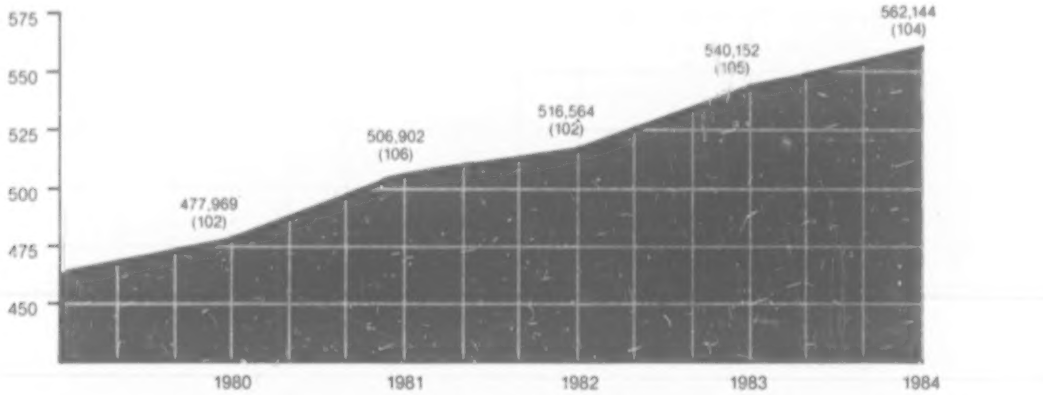
Revenues

$ billions
(Index vs. year ago)



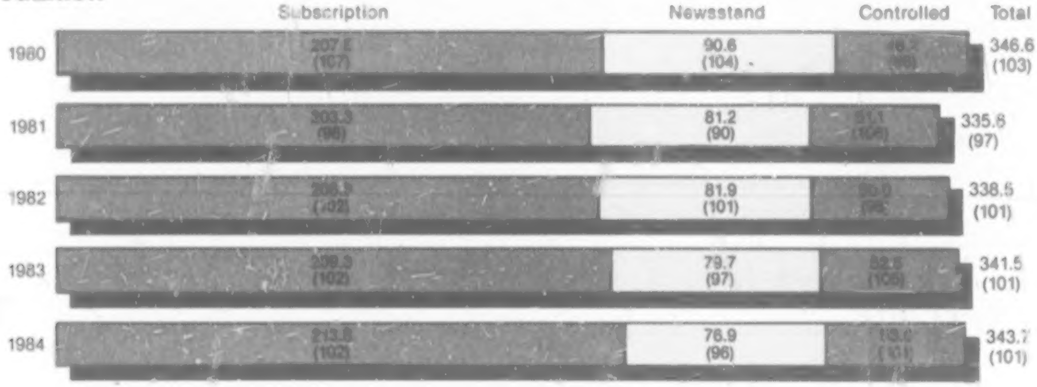
Ad Pages

(Index vs. year ago)



Average circulation

millions
(Index vs. year ago)



Indexes are actual; numbers are rounded to first decimal.

Figures are FOLIO estimates for the calendar year 1984

The Folio:400

The Seventh Annual Ranking
of the
Top 400 Revenue Publications
in the United States
for the Calendar Year 1984

1 THE FOLIO:460

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TRIANGLE PUBLICATIONS, INC.

The Folio:400

Rank		Magazine name	Est. 1984 Total Revenue ($000)	Total Revenue % Chg. '83/'84	Est. 1984 Ad Revenue ($000)	Est. 1984 Sub. Revenue ($000)	Est. 1984 Newstd. Revenue ($000)	Est. 1984 Ad Pages	Est. 1984 Average Circ.	Est. 1984 Average Sub. Circ.	Est. 1984 Average Newsstand Circ.
'84	'83										
1	1	TV Guide	743,750	7.1	304,265	202,216	237,270	3,800	17,230,353	8,621,147	8,609,207
2	2	Time	540,742	10.7	335,589	163,741	21,412	2,818	4,625,322	4,400,883	224,440
3	3	People Weekly	387,288	19.9	232,888	39,427	114,973	4,063	2,768,105	1,011,455	1,756,651
4	4	Newsweek	352,044	9.3	247,095	88,226	16,724	3,004	3,025,012	2,845,996	179,016
5	6	Sports Illustrated	343,619	22.8	230,766	100,940	11,913	3,035	2,668,678	2,558,371	110,307
6	5	Reader's Digest	305,533	3.4	111,854	177,020	16,659	1,076	17,939,598	17,014,098	925,500
7	7	Family Circle	221,980	6.3	130,692	3,093	88,195	1,803	6,964,366	226,784	6,737,582
8	8	Good Housekeeping	221,743	5.8	133,313	45,466	42,964	2,032	5,240,543	3,404,491	1,836,053
9	11	BusinessWeek	217,895	16.0	184,782	29,710	3,403	4,972	856,953	824,398	32,555
10	14	Better Homes and Gardens	204,949	14.3	126,134	69,052	9,762	1,499	8,031,119	7,488,786	542,334
11	9	Woman's Day	198,491	5.3	110,367	906	87,219	1,527	6,676,726	69,246	6,507,480
12	12	National Geographic	183,448	-0.4	30,004	153,445	0	262	10,229,652	10,229,652	0
13	10	National Enquirer	178,881	-4.4	29,296	9,118	140,468	1,404	4,612,927	457,069	4,155,858
14	16	U.S.News & World Report	174,205	7.6	101,480	67,703	5,021	1,758	2,092,697	2,033,459	59,238
15	13	Playboy	171,354	-3.2	54,975	46,294	70,085	936	4,209,824	2,365,492	1,844,332
16	17	Penthouse	169,142	11.8	22,025	5,918	141,199	638	3,485,709	198,946	3,286,764
17	18	Cosmopolitan	161,591	12.5	95,144	4,859	61,588	2,491	2,907,126	275,177	2,631,949
18	15	Parade	157,346	-8.6	157,346	0	0	640	23,691,199	0	0
19	19	McCall's	142,268	7.4	76,274	52,298	13,696	1,193	6,267,710	5,506,841	760,869
20	21	Fortune	137,615	12.8	111,679	23,536	2,400	3,486	710,022	679,457	30,565
21	23	Forbes	137,372	24.6	109,729	24,506	3,138	3,834	726,232	690,988	35,244
22	20	Ladies' Home Journal	136,600	6.6	66,537	52,115	17,948	1,262	5,089,445	4,092,310	997,135
23	26	New York Times Magazine	111,036	21.8	111,036	0	0	4,735	1,543,322	0	0
24	25	Glamour	110,349	13.6	70,585	8,600	31,164	2,165	2,273,431	789,427	1,484,004
25	22	Star	109,395	-2.2	20,183	2,865	86,347	936	3,406,926	151,003	3,255,923
26	27	Vogue	102,584	15.7	67,355	8,170	27,059	3,466	1,163,962	422,214	741,748
27	30	Money	96,100	29.5	56,953	30,208	8,939	1,516	1,493,695	1,204,957	288,738
28	28	Redbook	92,662	10.2	53,095	27,692	11,875	1,176	3,974,470	3,314,733	659,737
29	29	Southern Living	90,884	9.3	53,335	33,606	3,943	1,592	2,255,459	2,109,417	146,042
30	24	Family Weekly	87,075	-10.4	87,075	0	0	693	12,850,888	0	0
31	32	Life	76,701	17.3	35,007	21,421	20,273	762	1,485,437	878,645	606,792
32	31	The New Yorker	75,061	4.4	60,167	12,085	2,808	3,539	500,534	464,534	36,000
33	33	Smithsonian	67,274	14.4	30,726	36,345	202	1,012	2,084,367	2,076,879	7,489
34	38	Mademoiselle	59,057	17.3	35,769	3,614	19,674	1,683	1,187,135	337,661	849,474
35	35	Sunset	58,194	9.2	43,050	13,536	1,607	1,782	1,393,337	1,304,035	89,302
36	42	Seventeen	57,661	22.7	32,257	16,257	9,148	1,496	1,719,909	1,211,704	508,205
37	40	Computerworld	55,294	15.0	50,160	5,134	0	6,350	125,518	125,518	0
38	37	Ebony	54,938	6.7	32,518	17,458	4,961	1,100	1,691,294	1,455,064	236,230
39	36	Prevention	54,799	7.5	16,542	35,841	2,416	861	2,928,002	2,793,763	134,240
40	39	Field & Stream	54,278	8.7	34,392	16,815	3,070	1,019	2,003,174	1,856,974	146,200
41	34	Globe	52,686	-2.8	5,508	820	46,359	930	1,845,744	62,712	1,783,032
42	41	Architectural Digest	50,249	6.2	27,765	16,717	5,767	1,601	601,048	494,248	106,800
43	45	Parents	49,443	11.4	31,016	16,530	1,897	1,002	1,687,139	1,585,488	91,651
44	46	Golf Digest	47,935	14.6	32,923	12,823	2,189	1,087	1,211,794	1,117,283	94,511
45	43	New York	47,492	4.9	33,865	10,289	3,338	2,944	436,779	395,573	41,206
46	50	Consumer Reports	46,832	14.5	0	43,380	3,452	0	3,143,922	2,991,714	152,208
47	54	Travel & Leisure	45,678	20.7	27,528	17,850	300	1,304	949,311	939,456	9,856
48	56	Harper's Bazaar	45,054	21.6	31,105	3,362	10,587	1,624	734,789	293,674	441,115
49	48	Popular Mechanics	44,747	6.8	27,255	11,957	5,535	1,151	1,652,185	1,344,689	307,496
50	44	Hustler	44,527	-0.9	0	851	43,676	0	944,112	22,674	921,438

Figures are Folio estimates for the calendar year 1984.

The Folio:400

Rank '84	Rank '83	Magazine name	Est. 1984 Total Revenue ($000)	Total Revenue % Chg. '83/'84	Est. 1984 Ad Revenue ($000)	Est. 1984 Sub. Revenue ($000)	Est. 1984 Newstd. Revenue ($000)	Est. 1984 Ad Pages	Est. 1984 Average Circ.	Est. 1984 Average Sub. Circ.	Est. 1984 Average Newsstand Circ.
51	62	Inc.	43,787	32.5	34,991	7,590	1,206	1,500	526,295	492,800	33,495
52	60	Self	42,936	22.2	24,183	6,086	12,666	1,157	1,077,911	531,004	546,907
53	68	Gentlemen's Quarterly	42,522	34.1	26,725	4,279	11,519	1,922	624,667	240,706	383,961
54	51	Rolling Stone	42,376	8.9	22,469	9,809	10,098	1,067	825,711	559,426	266,285
55	49	Popular Science	41,863	2.8	22,946	14,108	4,809	970	1,803,360	1,574,353	229,008
56	59	Esquire	41,850	15.0	29,888	8,007	3,955	1,357	719,722	589,955	129,767
57	57	Byte	41,274	12.6	30,334	6,111	4,829	3,928	398,420	293,452	104,969
58	47	Jet	41,210	4.7	10,357	18,688	12,165	973	851,598	664,438	187,160
59	52	Bon Appetit	40,859	7.8	24,101	13,173	3,585	1,116	1,301,137	1,147,925	153,212
60	53	Barron's	40,229	2.0	20,998	10,616	8,615	2,350	280,138	171,777	108,362
61	63	Car and Driver	40,129	20.9	27,491	6,112	6,525	1,084	854,324	612,645	241,679
62	64	Modern Maturity	39,998	22.8	19,340	20,658	0	252	10,329,119	10,329,119	0
63	61	House Beautiful	39,047	15.5	26,066	6,631	6,351	1,139	869,334	597,932	271,403
64	70	Outdoor Life	38,035	7.6	19,435	15,266	3,334	916	1,513,279	1,354,509	158,770
65	80	Country Living	37,606	43.8	15,942	11,360	10,304	796	1,251,870	811,524	440,346
66	113	PC	37,305	92.1	30,868	2,506	3,909	5,627	160,697	107,691	53,006
67	58	Omni	37,182	2.8	16,080	11,243	9,859	818	837,282	508,665	328,618
68	67	Road & Track	36,411	12.7	24,745	6,103	5,562	1,250	740,115	475,248	264,867
69	77	Town & Country	35,881	22.3	27,049	5,200	3,632	1,903	404,336	303,452	100,884
70	65	Women's Wear Daily	35,652	11.0	32,239	3,168	244	6,972	63,351	61,399	1,953
71	73	House & Garden	35,002	13.9	18,903	11,792	4,307	1,095	563,459	473,733	89,726
72	75	Farm Journal	34,406	13.4	26,600	7,806	0	772	925,515	925,515	0
73	71	Home Mechanix	34,378	4.7	19,481	12,199	2,698	836	1,591,715	1,441,799	149,917
74	66	Us	33,553	4.6	8,199	7,417	17,937	449	1,015,232	481,389	533,843
75	69	Scientific American	33,531	7.0	17,133	12,298	4,098	840	649,253	512,667	136,587
76	55	Popular Photography	33,421	-10.8	24,401	6,210	2,811	1,164	915,230	794,061	121,170
77	72	The Sporting News	32,605	10.7	7,619	19,740	5,245	560	864,912	807,272	57,640
78	74	Discover	31,240	2.6	10,596	17,569	3,074	434	983,936	855,841	128,095
79	87	Avn. Week & Space Tech.	30,878	17.6	24,600	6,278	0	3,677	140,147	140,147	0
80	91	Restaurants & Insts.	30,490	34.8	30,490	0	0	4,362	126,654	0	0
81	90	Electronic Design	30,390	29.9	30,390	0	0	6,181	112,786	0	0
82	82	Advertising Age	30,089	18.3	25,610	4,126	352	3,787	84,317	81,733	2,584
83	81	Bride's	30,015	15.6	22,659	370	6,986	1,911	371,488	38,800	332,688
84	79	National Examiner	28,903	8.1	3,469	140	25,294	728	983,861	11,004	972,857
85	76	Changing Times	28,377	3.6	12,802	14,870	705	535	1,400,571	1,366,979	33,592
86	78	Highlights for Children	28,236	3.7	0	28,236	0	0	1,613,500	1,613,500	0
87	94	Working Woman	27,854	24.6	18,831	8,333	691	1,290	677,518	652,853	24,666
88	86	Motor Trend	27,711	10.1	18,514	4,506	4,691	801	767,774	551,792	215,982
89	107	Electronic News	27,465	37.2	25,389	2,076	0	4,567	66,605	66,605	0
90	106	1,001 Home Ideas	26,702	22.4	8,915	17,042	745	497	1,520,818	1,488,973	31,845
91	97	Personal Computing	26,487	21.7	18,245	6,124	2,118	1,910	545,682	478,576	67,106
92	93	Modern Photography	26,290	-3.2	17,082	6,613	2,594	1,101	714,891	605,709	109,182
93	102	EDN	25,834	24.5	25,834	0	0	6,096	122,259	0	0
94	92	Golf Magazine	25,650	13.5	16,525	7,260	1,865	811	786,438	703,752	82,687
95	239	PC World	25,568	133.1	19,806	2,619	3,143	2,711	233,018	148,975	71,487
96	85	New Woman	25,375	1.4	6,976	5,220	13,179	564	1,012,153	384,604	627,550
97	83	True Story	25,200	-0.6	10,970	9,907	4,323	696	1,513,218	1,225,030	288,188
98	95	Modern Bride	24,910	8.5	18,365	398	6,148	1,588	330,495	37,747	292,748
99	89	Gourmet	24,876	9.6	13,915	7,893	3,068	995	659,452	531,605	127,847
100	88	Guideposts	24,465	1.4	0	24,465	0	0	4,174,478	4,174,478	0

Figures are Folio estimates for the calendar year 1984.

WHO DO WOMEN BARE THEIR SOULS TO?

PLAYBOY INTERVIEW: GOLDIE HAWN

a candid conversation with america's favorite comic actress about life as a daffy blonde, a tough lady, a devoted mother and a hollywood mogul

PLAYBOY INTERVIEW: BETTE DAVIS

a candid conversation with—fasten your seat belts, everyone—hollywood's unsinkable dowager empress about her loves and her battles, on- and offscreen

WOMEN

THE WENDY SYNDROME

PLAYBOY INTERVIEW: PRINCESS GRACE

a candid conversation with the royal consort of monaco's prince rainier

THE SUNKEN WOMAN

he watched her that evening as closely as he dared, and he thought that he might fall in love with her

fiction

By JOYCE CAROL OATES

PLAYBOY

The Folio:400

Rank '84	Rank '83	Magazine name	Est. 1984 Total Revenue ($000)	Total Revenue % Chg. '83/'84	Est. 1984 Ad Revenue ($000)	Est. 1984 Sub. Revenue ($000)	Est. 1984 Newstd. Revenue ($000)	Est. 1984 Ad Pages	Est. 1984 Average Circ.	Est. 1984 Average Sub. Circ.	Est. 1984 Average Newsstand Circ.
101	110	W	24,231	22.3	18,283	4,759	1,189	1,329	209,224	186,357	22,867
102	96	New England Jour.of Med.	24,179	11.5	14,000	10,179	0	4,748	213,447	212,071	0
103	100	Institutional Investor	24,052	14.4	22,438	1,614	0	1,776	78,191	13,449	0
104	117	Soap Opera Digest	24,034	27.6	2,155	7,751	14,129	328	820,633	385,895	434,738
105	84	Organic Gardening	23,576	-5.2	9,528	13,860	188	796	1,375,999	1,365,535	10,464
106	101	Hot Rod	23,025	9.0	11,924	4,700	6,401	735	860,246	555,454	304,792
107	112	The Family Handyman	22,466	15.5	12,057	9,283	1,126	755	1,209,604	1,145,251	64,353
108	109	Sport	22,115	10.6	10,536	7,996	3,583	522	928,705	779,427	149,278
109	116	Metropolitan Home	21,950	17.5	13,871	6,336	1,743	880	723,007	648,507	74,500
110	130	Design News	21,868	37.5	21,868	0	0	4,949	155,684	0	0
111	98	Medical Economics	21,513	3.4	20,768	745	0	3,957	172,878	19,595	0
112	105	Essence	21,480	6.9	13,383	4,482	3,614	1,015	700,395	491,224	209,171
113	103	'Teen	21,021	1.3	8,815	7,221	4,985	620	1,001,976	725,038	276,938
114	99	Club	20,752	1.4	0	191	20,561	0	463,605	6,692	456,913
115	*	L.A. Times Home Magazine	20,387	ne	20,387	0	0	1,435	1,331,666	0	0
116	111	Playgirl	19,931	1.7	1,374	3,114	15,443	420	625,035	196,063	428,972
117	104	Gallery	19,808	0.9	502	513	18,794	115	493,614	23,305	470,309
118	125	Tennis	19,731	17.9	14,974	3,808	949	1,035	504,638	460,187	44,452
119	124	Texas Monthly	19,646	12.8	15,184	3,281	1,180	1,707	288,906	239,723	49,183
120	114	Successful Farming	19,583	1.7	15,860	3,723	0	714	660,754	548,562	0
121	119	Sports Afield	19,490	5.6	12,844	3,571	3,074	1,053	523,168	391,782	131,387
122	138	Datamation	18,983	26.5	18,983	0	0	2,888	148,878	0	0
123	115	Yankee	18,818	-1.6	5,500	11,927	1,391	975	954,941	878,683	76,258
124	120	Nation's Business	18,713	8.0	8,969	9,720	24	432	863,515	862,634	882
125	133	Signature	18,584	20.4	9,160	9,424	0	682	787,697	787,697	0
126	139	American Banker	18,246	16.1	9,548	8,698	0	2,519	22,890	22,890	0
127	185	The Economist U.S. Ed.	17,966	28.2	10,883	6,111	971	2,472	101,792	94,174	7,618
128	134	Machine Design	17,966	16.5	17,966	0	0	3,989	166,837	0	0
129	108	The Mother Earth News	17,950	-10.2	3,683	10,854	3,412	292	874,590	685,020	189,570
130	127	Psychology Today	17,755	1.2	5,509	10,358	1,888	321	853,625	772,940	80,686
131	122	Stereo Review	17,744	2.1	13,104	3,437	1,203	562	578,519	515,856	62,663
132	*	Muscle & Fitness	17,732	ne	2,100	1,528	14,104	1,280	420,071	52,776	367,295
133	118	Progressive Farmer	17,684	-3.9	12,879	4,806	0	720	569,786	569,786	0
134	149	Daily News Record	17,510	23.9	16,373	1,138	0	3,487	22,751	22,751	0
135	156	Working Mother	17,380	31.2	11,016	5,978	385	872	518,009	501,539	16,470
136	126	Science 84	17,232	4.0	7,124	8,381	1,728	384	718,970	632,592	86,379
137	131	Journal of the AMA	17,124	9.1	15,779	1,344	0	3,496	321,797	241,184	0
138	145	Industry Week	17,113	19.8	17,113	0	0	1,333	302,506	0	0
139	144	Adweek	16,972	18.2	15,045	1,824	103	2,297	54,960	38,161	1,318
140	154	Los Angeles Magazine	16,508	11.6	13,276	1,558	1,673	2,528	164,961	102,994	61,967
141	132	Electronics	16,489	5.7	14,101	2,388	0	3,574	99,504	99,504	0
142	136	Frequent Flyer	16,251	3.6	5,554	10,697	0	705	285,250	285,250	0
143	155	Chari	15,885	20.7	0	0	15,885	0	349,123	0	349,123
144	159	Health	15,878	16.4	5,364	10,465	49	435	996,267	995,839	2,428
145	150	Ski	15,820	12.8	12,190	2,548	1,081	888	421,607	344,361	77,246
146	142	Engineering News-Record	15,590	6.4	12,083	3,507	0	2,797	103,134	103,134	0
147	141	Skiing	15,519	5.9	11,801	2,635	1,082	986	432,898	340,307	92,591
148	174	Electronic Engin. Times	15,500	39.6	15,500	0	0	3,232	103,060	0	0
149	197	Compute!	15,486	42.5	6,109	3,280	6,097	966	345,147	172,911	172,236
150	205	Electronic Buyers' News	15,400	49.5	15,400	0	0	4,476	50,972	0	0

Figures are Folio estimates for the calendar year 1984.

* = did not rank in 1983
ne = not estimated

WHO SHOWS 11.8 MILLION AMERICAN MEN THE ROPES?

PLAYBOY GUIDE
THE MAGIC OF COMPACT DISCS
VIDEO-GAME HALL OF
KATE JACKSON AND TED DANSON
LIKE YOU'VE NEVER SEEN (OR HEARD)!
ON·THE·SCENE
TALKS OF THE TOWN
MEN
OYS FOR SUCCESS
MONEY 101: TERMS OF ENRICHMENT
everything you need to know to be a financial adult
PLAYBOY GUIDE
HOLIDAY ENTERTAINING
CELEBRATE!
GOOD CHEER: DRINK RECIPES WITH PUNCH

MRI, Spring 1985.

PLAYBOY

The Folio:400

Rank '84	Rank '83	Magazine name	Est. 1984 Total Revenue ($000)	Total Revenue % Chg. '83/'84	Est. 1984 Ad Revenue ($000)	Est. 1984 Sub. Revenue ($000)	Est. 1984 Newstd. Revenue ($000)	Est. 1984 Ad Pages	Est. 1984 Average Circ.	Est. 1984 Average Sub. Circ.	Est. 1984 Average Newsstand Circ.
151	146	**Endless Vacation**	15,390	35.3	209	15,180	0	48	379,048	379,048	0
152	*	**National Geo. Traveler**	15,319	ne	3,603	11,716	0	212	937,254	937,254	0
153	129	**Oil & Gas Journal**	15,163	-4.9	13,148	2,015	0	3,885	62,013	62,013	0
154	135	**High Society**	15,150	-0.7	0	0	15,150	0	360,723	0	360,723
155	199	**Home**	15,013	38.4	7,301	5,763	1,950	610	578,788	495,473	83,315
156	153	**Colonial Homes**	14,906	12.2	6,365	4,705	3,836	414	620,990	407,883	213,107
157	179	**Boating**	14,865	27.0	11,161	2,179	1,524	1,591	191,499	143,582	47,917
158	123	**Grit**	14,828	-14.5	2,071	7,470	5,287	365	582,321	449,320	133,001
159	158	**Runner's World**	14,697	15.5	6,404	4,316	3,976	622	346,658	232,095	114,563
160	192	**United**	14,541	30.5	14,541	0	0	1,357	399,437	0	0
161	163	**HFD**	14,523	16.2	13,823	700	0	3,501	31,705	31,705	0
162	162	**Sail**	14,511	15.8	10,308	2,423	1,780	1,638	171,600	112,253	59,347
163	137	**Creative Computing**	14,476	-3.5	8,500	3,317	2,661	1,448	230,942	155,781	75,161
164	165	**Food & Wine**	14,328	16.1	5,777	8,144	407	506	549,622	532,219	17,403
165	219	**Computer Systems News**	14,300	47.4	14,300	0	0	2,923	57,360	0	0
166	148	**Science Digest**	14,274	0.5	4,867	4,846	4,561	379	566,051	376,024	190,027
167	147	**Nursing '84**	14,259	0.2	6,632	7,627	0	771	511,140	511,140	0
168	215	**Venture**	14,243	45.4	10,782	2,763	698	1,054	287,968	264,215	23,754
169	152	**Weight Watchers Mag.**	14,159	11.3	4,946	6,602	2,611	362	849,869	704,800	145,070
170	170	**Billboard**	14,042	14.6	7,260	4,400	2,382	1,744	46,961	32,367	14,595
171	160	**Army Times**	14,030	11.0	8,537	4,148	1,345	1,790	132,515	115,595	16,920
172	191	**Natural History**	13,891	17.0	4,756	8,953	181	510	503,457	497,415	6,042
173	157	**Chicago**	13,831	11.9	10,551	2,631	649	1,775	222,911	198,857	24,054
174	226	**Interior Design**	13,758	19.0	11,803	1,484	470	3,290	49,967	42,738	7,229
175	*	**Young Miss**	13,745	ne	4,432	8,017	1,295	386	796,331	709,965	86,366
176	151	**Games**	13,562	-1.0	2,876	8,494	2,192	252	659,716	555,318	104,398
177	167	**real estate today**	13,474	10.1	1,429	12,045	0	134	618,778	617,696	0
178	210	**Shape**	13,407	33.3	2,650	2,135	8,621	720	489,904	121,464	368,440
179	180	**The Atlantic**	13,405	16.2	6,745	5,536	1,124	591	433,780	386,961	46,819
180	181	**Restaurant Business**	13,310	20.8	13,310	0	0	2,882	105,990	0	0
181	169	**Automotive News**	13,295	9.1	10,905	2,390	0	2,385	61,233	61,233	0
182	182	**Mini-Micro Systems**	13,200	14.6	13,200	0	0	2,413	122,000	0	0
183	172	**The Travel Agent**	13,097	8.5	12,827	270	0	8,138	34,178	30,016	0
184	161	**Natl. Geographic World**	13,063	4.1	0	13,063	0	0	1,345,339	1,345,339	0
185	218	**Computer Decisions**	12,959	32.5	12,959	0	0	2,038	167,611	0	0
186	186	**Nation's Restaurant News**	12,905	13.5	11,681	1,224	0	2,547	73,860	70,743	0
187	242	**On Cable**	12,896	37.8	2,950	9,946	0	165	1,261,166	936,535	0
188	193	**Saturday Evening Post**	12,896	14.4	3,622	7,152	2,122	330	694,747	560,018	134,729
189	166	**Car Craft**	12,805	5.3	6,549	2,052	4,204	868	427,256	227,070	200,186
190	175	**Creative Ideas f. Living**	12,758	8.7	5,400	6,632	727	471	737,390	702,795	34,596
191	196	**Yachting**	12,733	16.1	9,527	1,823	1,383	2,059	144,957	96,870	48,087
192	168	**Science**	12,728	5.7	8,405	4,322	0	1,730	154,369	154,369	0
193	198	**Architectural Record**	12,649	18.0	10,284	2,365	0	1,781	75,164	75,164	0
194	177	**Air Force Times**	12,575	7.5	8,441	3,461	674	1,865	104,819	96,344	8,475
195	171	**Travel-Holiday**	12,556	2.5	5,598	6,840	118	446	759,870	753,295	6,575
196	184	**Chemical Engineering**	12,549	9.7	10,972	1,577	0	2,406	66,364	66,364	0
197	207	**Popular Computing**	12,473	23.1	7,529	2,554	2,390	1,217	284,870	211,334	73,536
198	173	**Meetings & Conventions**	12,464	3.5	12,464	0	0	1,522	78,619	0	0
199	295	**American Health**	12,439	85.2	4,974	6,354	1,111	405	680,974	619,225	61,749
200	178	**Flying**	12,430	8.4	6,834	3,759	1,836	575	332,772	254,291	78,482

Figures are Folio estimates for the calendar year 1984.

* = did not rank in 1983
ne = *not estimated*

WHO SCORES POINTS WITH 11.8 MILLION MEN?

SPORTS

By DAN JENKINS

PLAYBOY'S PIGSKIN PREVIEW

THE ULTIMATE ATHLETE

PLAYBOY INTERVIEW: WAYNE GRETZKY

a candid conversation about life on and off the ice with the young hockey superstar considered by many to be the world's best athlete

PLAYBOY

MRI, Spring 1985.

The Folio:400

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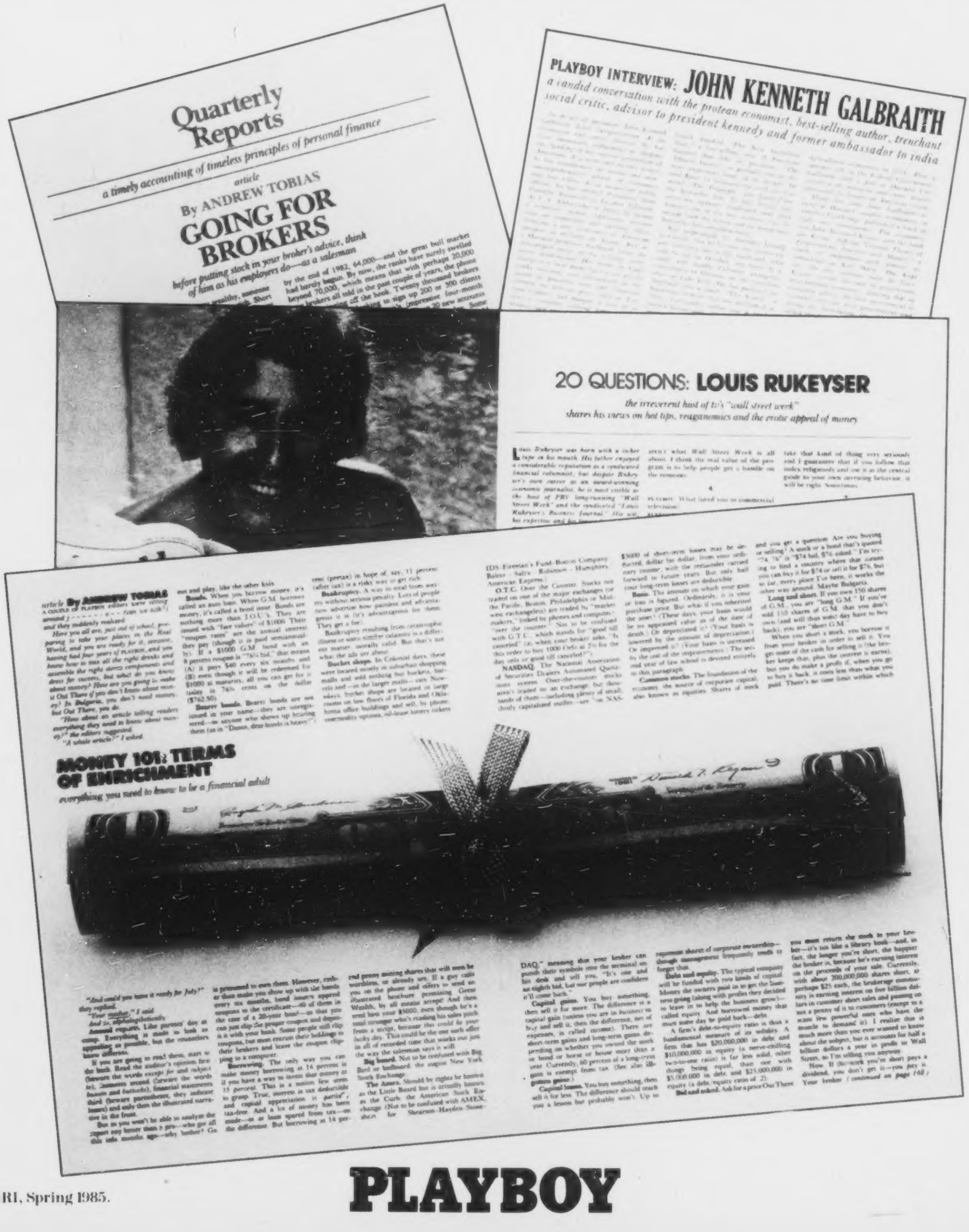
201	188	**Forum**	12,419	9.7	184	457	11,776	155	418,747	26,138	392,610
202	140	**Cycle**	12,383	-15.9	7,559	2,857	1,967	525	427,261	317,967	109,294
203	267	**Circus Magazine**	12,160	58.7	1,733	442	9,985	481	449,814	23,125	426,689
204	187	**Guns & Ammo**	11,879	6.5	5,543	3,268	3,069	606	522,256	377,757	144,499
205	195	**Plant Engineering**	11,849	7.8	11,849	0	0	2,262	105,024	0	0
206	245	**American Medical News**	11,749	36.2	11,607	142	0	1,171	313,914	223,176	0
207	*	**Computer Retail News**	11,700	ne	11,700	0	0	3,475	38,906	0	0
208	194	**Genesis**	11,674	7.0	0	96	11,578	0	285,222	3,104	282,1[illegible]
209	128	**Oui**	11,588	-26.9	420	256	10,913	308	247,308	6,088	241,220
210	224	**Prairie Farmer**	11,576	5.3	9,750	1,826	0	1,263	182,840	182,840	0
211	223	**Video Review**	11,470	25.3	5,811	3,687	1,972	684	355,371	271,084	84,287
212	*	**Compute!'s Gazette**	11,375	ne	4,045	2,819	4,511	1,050	273,183	133,309	139,874
213	228	**Ms.**	11,371	16.3	6,332	4,052	987	653	469,649	422,077	47,572
214	202	**Purchasing Magazine**	11,357	17.8	11,357	0	0	2,442	94,592	0	0
215	217	**Black Enterprise**	11,321	12.3	8,752	2,297	271	764	245,494	233,278	12,216
216	208	**High Fidelity**	11,182	12.0	6,640	3,763	779	444	396,278	362,973	33,305
217	259	**Builder**	11,158	38.8	8,370	2,788	0	1,183	179,515	170,112	0
218	200	**New Shelter**	11,136	2.9	4,464	6,356	317	469	712,282	688,795	23,488
219	176	**Boys' Life**	11,113	-6.5	2,808	8,305	0	207	1,463,047	1,463,047	0
220	209	**Playbill**	11,024	9.4	10,827	164	33	720	984,584	10,932	1,816
221	213	**Dun's Business Month**	10,997	10.8	10,781	216	0	821	293,000	7,710	0
222	220	**California Magazine**	10,933	18.2	8,296	2,171	466	834	273,507	254,091	19,416
223	*	**Family Computing**	10,884	ne	6,162	3,020	1,702	696	349.439	285,852	63,587
224	233	**Consumers Digest**	10,865	19.2	1,411	9,381	74	102	1,011,329	1,005,195	6,134
225	212	**American Baby**	10,845	9.1	9,818	1,027	0	485	1,001,074	115,665	0
226	221	**Cycle World**	10,811	11.3	6,638	2,379	1,795	609	356,858	257,155	99,703
227	216	**Computer Design**	10,800	12.2	10,800	0	0	2,324	92,149	0	0
228	232	**New Equipment Digest**	10,702	8.4	10,702	0	0	1,025	203,229	0	0
229	189	**Sesame Street**	10,669	-5.7	0	7,725	2,944	0	1,057,082	798,830	258,252
230	235	**Eastern Review**	10,599	16.5	10,599	0	0	1,372	316,913	0	0
231	*	**Professional Builder**	10,590	ne	10,285	305	0	1,635	134,952	8,610	0
232	203	**InfoWorld**	10,578	7.1	7,569	2,238	771	2,332	117,623	108,038	9,585
233	215	**Supermarket News**	10,578	7.1	9,937	641	0	1,375	54,225	54,225	0
234	229	**AmericanWay**	10,540	14.2	10,540	0	0	1,227	254,621	0	0
235	227	**Navy Times**	10,443	11.5	7,070	2,854	519	1,991	85,911	79,378	6,533
236	222	**Harvard Business Review**	10,323	6.8	2,828	7,352	143	373	242,723	238,469	4,254
237	201	**The Workbasket**	10,290	0.5	2,464	7,531	294	386	1,784,061	1,754,636	29,425
238	252	**Trailer Life**	10,217	17.2	7,452	2,327	438	1,471	303.972	285,729	18,243
239	206	**World Tennis**	10,216	-0.2	6,622	3,013	581	532	385,955	358,280	27,675
240	238	**High Technology**	10,212	4.1	5,177	4,298	738	411	305,499	274,759	30,740
241	236	**Industrial Equip. News**	10,194	12.6	10,194	0	0	1,038	202,350	0	0
242	278	**Crafts Magazine**	10,116	37.1	2,233	4,612	3,271	770	498,255	345,974	152,281
243	318	**Decision**	10,000	66.7	0	10,000	0	0	2,000,000	2,000,000	0
244	183	**Easyriders**	9,960	0.0	650	954	8,356	250	379,256	75,193	304,063
245	247	**Journal of Accountancy**	9,913	16.5	4,739	5,175	0	1,087	273,086	273,086	0
246	253	**Chemical & Engin. News**	9,859	18.9	7,320	2,539	0	1,471	126,938	126,938	0
247	190	**National Lampoon**	9,836	-12.6	2,234	2,085	5,518	223	462,614	232,710	229,904
248	246	**Washingtonian Magazine**	9,836	11.4	7,240	1,618	977	1,980	135,861	94,099	41,763
249	260	**Bicycling**	9,823	19.5	6,065	2,156	1,602	973	251,499	166,754	84,745
250	231	**Chemical Week**	9,707	6.4	8,344	1,363	0	1,673	49,723	42,309	0

Figures are FOLIO estimates for the calendar year 1984.

* = did not rank in 1983
ne = not estimated

WHO PUTS 15 MILLION MONEY MAKERS ONE UP ON WALL STREET?



Quarterly Reports

a timely accounting of timeless principles of personal finance

article

By ANDREW TOBIAS

GOING FOR BROKERS

before putting stock in your broker's advice, think of him as his employers do—as a salesman

PLAYBOY INTERVIEW: JOHN KENNETH GALBRAITH

a candid conversation with the protean economist, best-selling author, trenchant social critic, advisor to president kennedy and former ambassador to india

20 QUESTIONS: **LOUIS RUKEYSER**

the irreverent host of tv's "wall street week" shares his views on hot tips, reaganomics and the erotic appeal of money

article **By ANDREW TOBIAS**

MONEY 101: TERMS OF ENRICHMENT

everything you need to know to be a financial adult

MRI, Spring 1985.

PLAYBOY

The Folio:400

Rank '84	'83	Magazine name	Est. 1984 Total Revenue ($000)	Total Revenue % Chg. '83/'84	Est. 1984 Ad Revenue ($000)	Est. 1984 Sub. Revenue ($000)	Est. 1984 Newstd. Revenue ($000)	Est. 1984 Ad Pages	Est. 1984 Average Circ.	Est. 1984 Average Sub. Circ.	Est. 1984 Average Newsstand Circ.
251	264	Chronicle of Higher Ed.	9,641	24.3	6,804	2,838	0	2,277	70,943	70,943	0
252	211	The American Legion	9,619	-3.6	3,362	6,257	0	277	2,502,836	2,502,836	0
253	250	American Photographer	9,479	13.9	5,067	3,268	1,144	504	297,179	254,801	42,378
254	322	Video	9,470	48.2	5,466	2,097	1,907	885	279,219	197,707	81,512
255	265	AutoWeek	9,378	21.4	6,184	2,968	226	1,588	143,160	139,688	3,472
256	254	Motor Boating & Sailing	9,340	13.3	7,174	1,302	864	1,872	141,742	108,560	33,182
257	204	Diversion	9,217	-11.3	9,217	0	0	2,387	177,196	0	0
258	268	Crain's Chicago Business	9,191	20.3	7,848	1,183	160	1,631	46,790	36,514	3,084
259	263	National Wildlife	9,120	16.6	0	9,120	0	0	810,691	810,691	0
260	289	4 Wheel & Off-Road	9,029	29.0	4,242	1,399	3,388	889	300,529	153,495	147,034
261	262	Philadelphia Magazine	8,837	8.4	6,848	1,309	680	1,635	144,958	115,896	29,062
262	164	Vanity Fair	8,835	-28.9	4,037	3,231	1,567	335	273,542	221,301	52,241
263	255	Bassmaster Magazine	8,792	7.2	4,650	3,920	222	452	405,855	391,952	13,903
264	249	Annals of Internal Med.	8,785	0.7	4,716	4,070	0	1,947	93,836	93,836	0
265	309	MIS Week	8,590	37.0	8,590	0	0	1,529	108,599	0	0
266	331	Telephony	8,565	21.8	7,777	788	0	4,181	37,485	28,972	0
267	256	Business & Comm. Avn.	8,504	4.0	8,504	0	0	1,125	51,885	0	0
268	*	Connoisseur	8,504	ne	4,619	3,232	653	702	234,319	216,173	18,146
269	*	Fins & Feathers	8,503	ne	2,052	5,116	1,335	502	436,314	379,259	57,055
270	287	Boston Magazine	8,402	22.2	6,950	943	509	1,831	119,280	96,117	23,164
271	280	Data Communications	8,380	16.0	7,468	912	0	2,120	41,046	36,002	0
272	*	Guitar Player	8,375	ne	3,721	1,462	3,193	918	167,446	61,025	106,421
273	241	Club International	8,314	-4.9	0	46	8,268	0	185,532	1,600	183,932
274	317	Packaging Digest	8,298	36.3	8,298	0	0	1,609	87,320	0	0
275	334	Hospitals	8,212	18.6	7,985	227	0	2,026	84,222	6,474	0
276	332	Successful Meetings	8,169	23.5	8,169	0	0	1,405	77,107	0	0
277	234	RN	8,144	-10.5	3,024	5,120	0	509	327,593	327,593	0
278	310	Spectrum	8,089	22.5	6,167	1,922	0	1,122	245,694	235,280	0
279	251	Hoard's Dairyman	8,079	-4.6	6,911	1,168	0	745	185,879	185,879	0
280	286	Savvy	8,015	5.6	4,684	2,943	388	542	304,835	288,664	16,171
281	285	Amer. Family Physician	8,002	13.7	8,002	0	0	2,480	126,327	0	0
282	274	The Blood-Horse	7,890	8.6	6,440	1,327	123	6,958	21,432	20,320	1,112
283	283	Skin Diver	7,885	7.7	5,917	1,264	704	887	201,237	171,893	29,344
284	294	Modern Plastics	7,873	17.1	6,555	1,318	0	1,240	54,050	48,863	0
285	282	Delta Sky	7,864	10.3	7,864	0	0	909	294,000	0	0
286	269	Hospital Practice	7,838	2.8	7,838	0	0	1,924	180,425	0	0
287	279	EC&M	7,826	8.0	6,449	1,377	0	1,181	76,526	76,526	0
288	258	The Farmer	7,822	-1.7	6,932	890	0	1,111	144,256	144,256	0
289	292	Business Insurance	7,803	15.9	6,524	1,279	0	1,507	44,514	29,076	0
290	261	Amer. Journal of Nursing	7,716	0.6	3,297	4,419	0	689	315,630	315,630	0
291	395	Electronic Business	7,657	82.6	7,657	0	0	2,252	50,740	0	0
292	296	Research & Development	7,647	15.4	7,647	0	0	1,548	113,092	0	0
293	270	Audubon	7,579	-0.3	1,500	5,967	112	175	379,135	372,911	6,224
294	257	Patient Care	7,522	-7.6	7,522	0	0	2,153	112,201	0	0
295	312	Publishers Weekly	7,497	18.3	4,911	2,586	0	2,724	38,198	38,198	0
296	290	Workbench	7,408	4.7	2,981	4,078	349	358	883,133	844,333	38,800
297	388	Modern Healthcare	7,353	60.8	6,787	566	0	1,766	78,443	11,322	0
298	348	A.C., Htg.& Refrig. News	7,348	4.0	6,334	1,014	0	1,925	26,450	26,450	0
299	*	M The Civilized Man	7,342	ne	4,901	1,080	1,361	766	100,466	62,664	37,802
300	276	Instructor	7,334	4.5	4,063	3,271	0	774	251,947	251,947	0

Figures are Folio estimates for the calendar year 1984.

* = did not rank in 1983
ne = not estimated

WHO DO THE WHO'S WHO REALLY TALK TO?

20 QUESTIONS: **JAMIE LEE CURTIS**

the beautiful screamer says no to the fast life,
yes to marriage, and confesses she's [illegible]

PLAYBOY INTERVIEW: JOHN DE LOREAN

a candid conversation—the first since his trial—with the former auto tycoon about the cocaine bust, cristina ferrare and religion

INTERVIEW: FIDEL CASTRO

nversation about reagan, revolution, dictators, drugs, debt and with cuba's communist leader—and washington's nemesis

PLAYBOY INTERVIEW: JAMES A. MICHENER

a candid conversation about literature, goat dragging, world travel, liberalism and five-pound books with the perpetually popular author

PLAYBOY

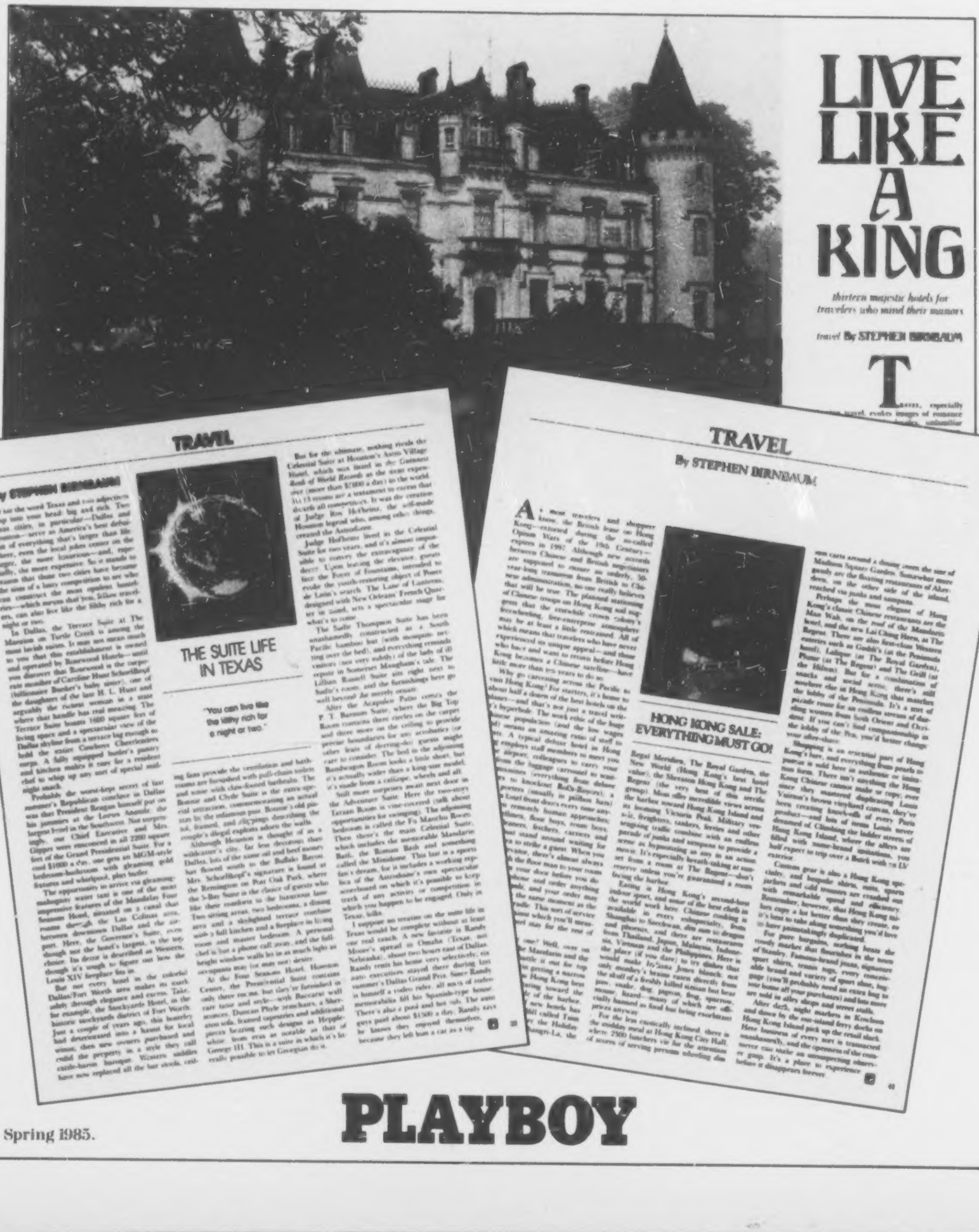
The Folio:400

Rank '84	Rank '83	Magazine name	Est. 1984 Total Revenue ($000)	Total Revenue % Chg. '83/'84	Est. 1984 Ad Revenue ($000)	Est. 1984 Sub. Revenue ($000)	Est. 1984 Newstd. Revenue ($000)	Est. 1984 Ad Pages	Est. 1984 Average Circ.	Est. 1984 Average Sub. Circ.	Est. 1984 Average Newsstand Circ.
301	273	Progressive Grocer	7,333	-1.2	7,333	0	0	1,092	76,290	0	0
302	*	The Homeowner	7,328	ne	1,848	5,070	409	260	639,621	612,337	27,285
303	311	ABA Journal	7,281	16.6	5,494	1,787	0	707	338,375	324,957	0
304	366	Restaurant Hospitality	7,253	27.1	7,253	0	0	1,331	95,196	0	0
305	346	Electronic Products	7,200	38.5	7,200	0	0	2,011	120,007	0	0
306	299	Mod. Materials Handling	7,200	10.5	7,200	0	0	1,707	105,790	0	0
307	315	Gifts & Decor. Access.	7,181	17.5	6,409	772	0	2,531	32,641	32,641	0
308	328	Sales & Marketing Mgmt.	7,174	12.3	5,675	1,499	0	1,315	42,144	42,144	0
309	324	Graphic Arts Monthly	7,100	22.4	7,100	0	0	1,976	85,938	0	0
310	319	D	7,082	18.2	5,950	719	413	1,626	81,132	63,485	17,647
311	321	Cruising World	7,017	15.5	4,500	1,474	1,043	1,744	115,390	82,728	32,662
312	301	Outside	6,999	8.2	3,712	1,959	1,328	520	220,630	158,704	61,926
313	330	Control Engineering	6,992	23.8	6,883	109	0	1,723	87,426	2,178	0
314	320	Modern Salon	6,972	18.8	5,492	1,480	0	961	124,868	101,706	0
315	306	Popular Hot Rodding	6,913	9.2	2,276	775	3,861	521	265,248	83,450	181,799
316	305	Wallaces Farmer	6,871	-6.1	5,870	1,001	0	1,128	100,323	100,323	0
317	272	Soldier of Fortune	6,866	-8.2	1,120	838	4,907	449	166,764	32,238	134,526
318	316	Fleet Owner/Big Fleet	6,842	12.3	6,842	0	0	1,190	76,062	0	0
319	339	Bldg. Supply & Home Ctrs.	6,826	25.4	6,826	0	0	1,713	36,279	0	0
320	337	InformationWeek	6,800	22.7	6,800	0	0	1,092	100,025	0	0
321	293	Progressive Architecture	6,793	2.7	5,220	1,573	0	1,144	70,929	70,929	0
322	350	Audio	6,790	29.5	4,451	1,383	957	987	153,549	113,685	39,865
323	297	Petersen's Photographic	6,732	-0.5	3,703	1,796	1,233	411	286,871	228,169	58,702
324	288	Players	6,728	-3.4	0	59	6,669	0	204,448	2,350	202,098
325	277	Country Journal	6,724	-7.9	2,497	3,779	448	381	312,223	289,864	22,359
326	336	50 Plus	6,717	24.1	2,842	3,874	0	420	315,164	315,164	0
327	325	Discount Store News	6,669	4.9	6,460	209	0	1,056	24,281	22,391	0
328	304	Hadassah Magazine	6,654	4.8	1,150	5,504	0	175	366,921	366,921	0
329	302	AOPA Pilot	6,623	2.5	3,415	3,208	0	513	267,364	267,364	0
330	266	Postgraduate Medicine	6,615	-13.8	6,615	0	0	1,967	127,518	0	0
331	338	Physician's Management	6,583	19.2	6,583	0	0	2,127	110,590	0	0
332	*	Inside Sports	6,574	ne	1,094	2,216	3,264	295	287,487	151,495	135,993
333	323	Houston Home & Garden	6,567	12.0	5,345	866	356	1,243	85,929	71,085	14,845
334	307	The Office	6,499	1.4	6,395	104	0	1,681	154,042	3,478	0
335	298	Consultant	6,467	-1.4	6,467	0	0	1,630	120,654	0	0
336	352	Chemical Equipment	6,443	17.9	6,443	0	0	1,245	70,442	0	0
337	*	Prod. Design & Develpmnt.	6,434	ne	6,434	0	0	1,206	152,033	0	0
338	347	Petersen's Hunting	6,422	19.2	2,975	1,901	1,546	556	290,343	217,568	72,775
339	*	Four Wheeler Magazine	6,370	ne	2,492	693	3,184	980	187,826	76,334	111,493
340	363	Financial World	6,363	12.6	3,073	2,932	358	453	115,539	108,659	6,880
341	240	Natl. Home Center News	6,279	42.3	6,221	58	0	1,280	32,781	3,066	0
342	369	Pensions & Invest. Age	6,260	32.4	5,535	725	0	918	37,570	12,084	0
343	326	Bakery Prod. & Marketing	6,246	8.7	6,246	0	0	2,255	30,163	0	0
344	314	Arizona Highways	6,220	1.2	0	5,393	826	0	412,312	367,650	44,663
345	*	Bus. Computer Systems	6,200	ne	6,200	0	0	1,145	117,966	0	0
346	*	Hospital Medicine	6,200	ne	6,200	0	0	1,856	159,305	0	0
347	*	Southern Accents	6,139	ne	2,719	2,327	1,093	484	177,743	131,609	46,135
348	344	Institutional Distrib.	6,079	16.6	6,079	0	0	1,468	31,588	0	0
349	237	Swank	6,045	-15.2	ne	0	6,045	ne	170,772	0	170,772
350	327	Modern Medicine	5,982	4.2	5,982	0	0	1,803	120,375	0	0

Figures are Folio estimates for the calendar year 1984.

* = did not rank in 1983
ne = not estimated

WHO GETS 11.8 MILLION MEN PACKING?



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thirteen majestic hotels for travelers who mind their manners

travel By STEPHEN BIRNBAUM

TRAVEL

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THE SUITE LIFE IN TEXAS

"You can live like the filthy rich for a night or two."

TRAVEL

By STEPHEN BIRNBAUM

HONG KONG SALE: EVERYTHING MUST GO!

MRI, Spring 1985.

PLAYBOY

The Folio:400

Rank '84	Rank '83	Magazine name	Est. 1984 Total Revenue ($000)	Total Revenue % Chg. '83/'84	Est. 1984 Ad Revenue ($000)	Est. 1984 Sub. Revenue ($000)	Est. 1984 Newstd. Revenue ($000)	Est. 1984 Ad Pages	Est. 1984 Average Circ.	Est. 1984 Average Sub. Circ.	Est. 1984 Average Newsstand Circ.
351	341	Communications News	5,978	12.3	5,706	272	0	889	42,294	10,892	0
352	342	TWA Ambassador	5,890	11.4	5,890	0	0	726	249,150	0	0
353	*	Better Living	5,843	ne	350	5,493	0	49	1,098,568	1,098,568	0
354	387	San Diego Magazine	5,841	17.7	4,979	581	281	1,855	57,047	45,354	11,693
355	*	Med. Asp. of Human Sex.	5,700	ne	5,700	0	0	1,410	186,070	0	0
356	373	VFW Magazine	5,686	20.8	2,741	2,945	0	286	1,851,136	1,851,136	0
357	354	Our Sunday Visitor	5,634	10.4	802	1,075	3,757	378	275,710	131,228	144,482
358	333	The High Plains Journal	5,630	1.8	4,506	1,124	0	2,283	55,775	55,775	0
359	313	Iron Age	5,600	-9.0	5,600	0	0	1,064	118,581	0	0
360	281	Emergency Medicine	5,589	-22.6	5,589	0	0	1,916	130,440	0	0
361	368	American Machinist	5,533	16.6	5,533	0	0	1,410	62,486	0	0
362	271	80 Micro	5,491	-25.8	2,176	1,850	1,466	1,177	106,783	76,249	30,535
363	380	Success!	5,448	19.1	2,011	2,754	683	414	293,409	258,478	34,931
364	371	Americana	5,441	15.0	1,870	3,331	241	231	374,701	354,128	20,573
365	340	Christianity Today	5,414	5.9	2,260	3,093	61	781	178,426	176,728	1,698
366	308	MD	5,410	-13.7	5,410	0	0	1,614	153,337	0	0
367	367	Chemical Processing	5,406	13.3	5,406	0	0	1,431	80,097	0	0
368	329	Early American Life	5,397	-5.0	847	3,962	588	163	347,665	308,494	39,171
369	353	Moody Monthly	5,389	5.2	1,755	3,390	243	566	211,069	200,001	11,068
370	370	Bldg. Design & Constr.	5,361	13.5	5,361	0	0	1,153	67,742	0	0
371	*	California Business	5,317	ne	4,561	676	80	1,089	56,735	53,583	3,152
372	358	DIY Retailing	5,307	6.7	5,182	125	0	1,470	66,133	33,786	0
373	355	American Artist	5,261	4.7	2,303	2,538	421	921	163,226	145,688	17,538
374	357	Model Railroader	5,252	5.8	1,467	1,842	1,944	1,120	179,416	99,210	80,206
375	349	Heavy Duty Trucking	5,242	17.2	5,242	0	0	1,114	95,325	0	0
376	374	Modern Office Technology	5,200	10.5	5,200	0	0	1,289	150,821	0	0
377	356	Motorcyclist	5,190	2.9	2,712	1,109	1,369	418	223,327	147,277	76,050
378	343	Chemical Mktg. Reporter	5,188	9.7	4,315	873	0	2,109	15,955	15,955	0
379	*	Architecture	5,148	ne	4,406	742	0	900	54,010	44,460	0
380	345	Linn's Stamp News	5,120	-1.8	3,300	1,650	170	3,246	81,356	78,739	2,617
381	392	Material Handling Engin.	5,100	21.4	5,100	0	0	1,551	105,605	0	0
382	382	Texas Homes	5,094	13.2	3,644	1,116	334	931	84,582	73,450	11,132
383	359	Shooting Times	5,088	3.6	1,405	1,434	2,249	447	213,890	106,775	107,116
384	383	Consumer Electr. Monthly	5,063	-5.4	5,063	0	0	940	60,263	0	0
385	*	Plastics Technology	5,060	ne	5,060	0	0	1,166	41,338	0	0
386	303	Eros	5,040	-21.4	0	0	5,040	0	120,000	0	120,000
387	377	Power	4,989	7.7	4,262	727	0	1,160	58,119	55,909	0
388	*	Quarter Horse Journal	4,984	ne	3,751	1,120	113	4,376	83,783	80,027	3,756
389	389	Telephone Eng. & Mgmt.	4,961	15.2	4,622	340	0	2,571	36,556	15,447	0
390	361	Infosystems	4,944	1.5	4,944	0	0	824	132,825	0	0
391	385	Drug Topics	4,918	12.9	4,897	21	0	1,015	80,240	632	0
392	*	Family/Stateside Ed.	4,918	ne	4,918	0	0	486	401,797	0	0
393	397	Packaging	4,914	18.6	4,914	0	0	1,260	69,750	0	0
394	*	Electron. Pkging & Prod.	4,910	ne	4,910	0	0	1,932	44,307	0	0
395	384	Pan Am Clipper	4,878	49.9	4,878	0	0	754	230,622	0	0
396	381	Motor	4,868	14.1	3,657	1,211	0	579	125,344	125,344	0
397	*	Home Life	4,863	ne	0	4,863	0	0	750,525	750,525	0
398	*	Tooling & Production	4,863	ne	4,863	0	0	1,601	72,548	0	0
399	*	Production Engineering	4,820	ne	4,820	0	0	974	90,255	0	0
400	386	Ladycom	4,784	9.6	4,784	0	0	456	503,400	0	0

Figures are Folio estimates for the calendar year 1984.

* = did not rank in 1983
ne = not estimated

WHO GOES Clothes SHOPPING FOR 11.8 MILLION AMERICAN MEN EVERY MONTH?

LOOK ON THE BRIGHT SIDE

razzle-dazzle ways to jazz up your summer wardrobe

fashion

by HOLLIS WAYNE

Left: More bright ideas—
by Gene Pressman and Lo
worn knotted over a knit pull
knit shirt, by Saratoga, $40
Buffini, $40, and leather aerob

Right: There's nothing shady about this character's shirt—it's a box plaid, $30, worn over a colorful tank top, $15, both by Tony Lambert, and cotton poplin double-pleated walk shorts, by Boston Traders, $40. His sunglasses—appropriately enough—are by Shady Character, $35.

Above: His jeans jacket, by Levi's, about $30, oversize T-shirt, by The Saturdays Group, $11, and gray T-shirt, by
America, $30, contrast with
$34.

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INSIGHT

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TOP 50 CONSUMER MAGAZINES

Advertising Revenue

Rank 1984	Magazine Name	1984 Advertising Revenue ($000)	% Chg. '83/'84
1	Time	335,589	12.1
2	TV Guide	304,265	12.9
3	Newsweek	247,095	13.0
4	People Weekly	232,888	32.7
5	Sports Illustrated	230,766	26.1
6	BusinessWeek	184,782	18.3
7	Parade	157,346	– 8.6
8	Good Housekeeping	133,313	4.9
9	Family Circle	130,692	10.0
10	Better Homes and Gardens	126,134	15.7
11	Reader's Digest	111,854	10.0
12	Fortune	111,679	15.1
13	New York Times Magazine	111,036	21.8
14	Woman's Day	110,367	4.5
15	Forbes	109,729	29.9
16	U.S.News & World Report	101,480	8.2
17	Cosmopolitan	95,144	17.3
18	Family Weekly	87,075	– 10.4
19	McCall's	76,274	18.5
20	Glamour	70,585	20.4
21	Vogue	67,355	20.3
22	Ladies' Home Journal	66,537	15.9
23	The New Yorker	60,167	5.2
24	Money	56,953	35.1
25	Playboy	54,975	– 8.8
26	Southern Living	53,335	13.5
27	Redbook	53,095	19.3
28	Sunset	43,050	8.4
29	Mademoiselle	35,769	23.2
30	Life	35,007	19.8
31	Inc.	34,991	39.1
32	Field & Stream	34,392	12.2
33	New York	33,865	5.3
34	Golf Digest	32,923	16.1
35	Ebony	32,518	11.8
36	Seventeen	32,257	25.3
37	Harper's Bazaar	31,105	30.1
38	Parents	31,016	18.7
39	PC	30,888	93.1
40	Smithsonian	30,726	19.6
41	Byte	30,334	13.9
42	National Geographic	30,004	9.6
43	Esquire	29,888	22.7
44	National Enquirer	29,296	3.5
45	Architectural Digest	27,765	12.6
46	Travel & Leisure	27,528	25.9
47	Car and Driver	27,491	18.8
48	Popular Mechanics	27,255	11.2
49	Town & Country	27,049	24.7
50	Gentlemen's Quarterly	26,725	54.0

UP

From January 1, 1985 to August 30, 1985
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64% as compared to the same period last year.
That's 2,053 ad pages!
The nation's leading advertisers keep
coming back to USA TODAY for more, more,
more. Because they know USA TODAY
works every day!

50/FOLIO:400

Figures are FOLIO estimates for the calendar year 1984.

TOP 50 CONSUMER MAGAZINES

Advertising Pages

Rank 1984	Magazine Name	1984 Ad Pages	% Chg. '83/'84
1	The Blood-Horse	6,958	– 2.0
2	PC	5,627	31.4
3	BusinessWeek	4,972	7.1
4	New York Times Magazine	4,736	11.7
5	Quarter Horse Journal	4,376	ne
6	People Weekly	4,063	17.8
7	Byte	3,928	– 9.3
8	Forbes	3,834	12.7
9	TV Guide	3,800	4.6
10	The New Yorker	3,539	– 2.8
11	Fortune	3,486	7.4
12	Vogue	3,466	11.4
13	Linn's Stamp News	3,246	– 6.8
14	Sports Illustrated	3,035	10.0
15	Newsweek	3,004	2.0
16	New York	2,944	0.8
17	Time	2,818	4.2
18	PC World	2,711	30.3
19	Los Angeles Magazine	2,528	3.2
20	Cosmopolitan	2,491	2.0
21	The Economist U.S. Ed.	2,472	34.0
22	Barron's	2,350	– 3.9
23	InfoWorld	2,332	– 15.1
24	Glamour	2,165	6.8
25	Yachting	2,059	14.4
26	Good Housekeeping	2,032	– 3.1
27	Navy Times	1,991	2.2
28	Washingtonian Magazine	1,980	13.3
29	Gentlemen's Quarterly	1,922	32.8
30	Bride's	1,911	4.4
31	Personal Computing	1,910	– 21.3
32	Town & Country	1,903	5.0
33	Motor Boating & Sailing	1,872	17.1
34	Air Force Times	1,865	5.4
35	San Diego Magazine	1,855	11.0
36	Boston Magazine	1,831	12.4
37	Harper's Bazaar	1,824	17.3
38	Family Circle	1,803	0.9
39	Army Times	1,790	3.0
40	Sunset	1,782	0.1
41	Chicago	1,775	0.4
42	U.S.News & World Report	1,758	– 1.6
43	Cruising World	1,744	3.4
44	Texas Monthly	1,707	11.6
45	Mademoiselle	1,683	6.9
46	Sail	1,638	15.7
47	Philadelphia Magazine	1,635	1.5
48	Crain's Chicago Business	1,631	7.2
49	D	1,626	14.9
50	Architectural Digest	1,601	2.6

ne = not estimated

64%

THE NATION'S NEWSPAPER

USA TODAY

PUBLISHED BY GANNETT

The Advertising Might of USA TODAY. It works every day!

Figures are Folio estimates for the calendar year 1984.

TOP 50 CONSUMER MAGAZINES

Net Change In Ad Revenue vs. '83

Rank 1984	Magazine Name	Net Change '83/'84 ($000)	1984 Ad Rev. ($000)
1	People Weekly	57,373	232,888
2	Sports Illustrated	47,761	230,766
3	Time	36,247	335,589
4	TV Guide	34,835	304,265
5	BusinessWeek	28,574	184,782
6	Newsweek	28,361	247,095
7	Forbes	25,270	109,729
8	New York Times Magazine	19,855	111,036
9	Better Homes and Gardens	17,124	126,134
10	PC	14,888	30,888
11	Money	14,806	56,953
12	Fortune	14,673	111,679
13	Cosmopolitan	14,008	95,144
14	Glamour	11,949	70,585
15	McCall's	11,931	76,274
16	Family Circle	11,924	130,692
17	PC World	11,852	19,806
18	Vogue	11,364	67,355
19	Reader's Digest	10,205	111,854
20	Inc.	9,833	34,991
21	Gentlemen's Quarterly	9,367	26,725
22	Ladies' Home Journal	9,119	66,537
23	Redbook	8,599	53,095
24	U.S.News & World Report	7,720	101,480
25	Harper's Bazaar	7,196	31,105
26	Self	6,993	24,183
27	Mademoiselle	6,746	35,769
28	Country Living	6,645	15,942
29	Seventeen	6,505	32,257
30	Southern Living	6,358	53,335
31	Good Housekeeping	6.217	133,313
32	House & Garden	5,990	18,903
33	Life	5,774	35,007
34	Travel & Leisure	5,655	27,528
35	Esquire	5,533	29,888
36	Town & Country	5,365	27,049
37	Smithsonian	5,028	30,726
38	Parents	4,881	31,016
39	Modern Maturity	4,874	19,340
40	House Beautiful	4,804	26,066
41	Woman's Day	4,722	110,367
42	Golf Digest	4,555	32,923
43	Working Woman	4,387	18,831
44	Car and Driver	4,355	27,491
45	W	4,332	18,283
46	Road & Track	3,876	24,745
47	Venture	3,802	10,782
48	Field & Stream	3,752	34,392
49	Byte	3,699	30,334
50	Bon Appetit	3,518	24,101

Net Change in Ad Pages vs. '83

Rank 1984	Magazine Name	Net Chg. '83/'84	1984 Ad Pages
1	PC	1,344	5,627
2	PC World	631	2,711
3	The Economist U.S. Ed.	627	2,472
4	People Weekly	614	4,063
5	New York Times Magazine	496	4,736
6	Gentlemen's Quarterly	474	1,922
7	Forbes	433	3,834
8	Vogue	354	3,466
9	American Artist	351	921
10	BusinessWeek	331	4,972
11	Sports Illustrated	277	3,035
12	Motor Boating & Sailing	273	1,872
13	Harper's Bazaar	269	1,824
14	House & Garden	268	1,095
15	Yachting	259	2,059
16	Audio	254	987
17	Venture	254	1,054
18	Boating	249	1,591
19	Pan Am Clipper	248	754
20	Fortune	240	3,486
21	Washingtonian Magazine	232	1,980
22	Self	229	1,157
23	Sail	223	1,638
24	D	211	1,626
25	Boston Magazine	202	1,831
26	United	195	1,357
27	Travel & Leisure	189	1,304
28	Trailer Life	184	1,471
29	San Diego Magazine	183	1,855
30	Seventeen	182	1,496
31	Texas Monthly	177	1,707
32	TV Guide	168	3,800
33	Country Living	160	796
34	Inc.	157	1,500
35	Home	153	610
36	Frequent Flyer	152	705
37	American Health	148	405
38	Shape	146	720
39	Metropolitan Home	145	880
40	W	145	1,329
41	Glamour	138	2,165
42	Ski	133	888
43	National Examiner	132	728
44	Spectrum	124	1,122
45	Better Homes and Gardens	123	1,499
46	Eastern Review	122	1,372
47	Circus Magazine	120	481
48	Time	115	2,818
49	Video	115	885
50	Crafts Magazine	113	770

Figures are Folio estimates for the calendar year 1984.

TOP 50 CONSUMER MAGAZINES

Subscription Revenue

Rank 1984	Magazine Name	1984 Subscription Revenue ($000)	% Chg. '83/'84
1	TV Guide	202,216	9.3
2	Time	183,741	10.3
3	Reader's Digest	177,020	0.0
4	National Geographic	153,445	– 2.2
5	Sports Illustrated	100,940	15.7
6	Newsweek	88,226	1.5
7	Better Homes and Gardens	69,052	15.0
8	U.S.News & World Report	67,703	7.9
9	McCall's	52,298	– 4.3
10	Ladies' Home Journal	52,115	– 3.0
11	Playboy	46,294	– 0.3
12	Good Housekeeping	45,466	2.6
13	Consumer Reports	43,380	10.7
14	People Weekly	39,427	9.5
15	Smithsonian	36,345	10.2
16	Prevention	35,841	14.6
17	Southern Living	33,606	2.6
18	Money	30,208	21.6
19	BusinessWeek	29,710	5.0
20	Highlights for Children	28,236	3.7
21	Redbook	27,692	– 2.3
22	Forbes	24,506	6.7
23	Guideposts	24,465	1.4
24	Fortune	23,536	4.2
25	Life	21,421	12.8
26	Modern Maturity	20,658	14.0
27	The Sporting News	19,740	17.9
28	Jet	18,688	5.4
29	Travel & Leisure	17,850	14.4
30	Discover	17,569	13.0
31	Ebony	17,458	0.9
32	1,001 Home Ideas	17,042	16.1
33	Field & Stream	16,815	5.5
34	Architectural Digest	16,717	1.9
35	Parents	16,530	1.0
36	Seventeen	16,257	28.7
37	Outdoor Life	15,266	– 0.4
38	Endless Vacation	15,180	33.5
39	Changing Times	14,870	– 1.5
40	Popular Science	14,108	3.7
41	Organic Gardening	13,860	– 8.1
42	Sunset	13,536	13.8
43	Bon Appetit	13,173	1.4
44	Natl. Geographic World	13,063	4.1
45	Golf Digest	12,823	12.3
46	Scientific American	12,298	– 2.4
47	Home Mechanix	12,199	1.3
48	The New Yorker	12,085	2.9
49	Popular Mechanics	11,957	3.3
50	Yankee	11,927	3.4

Newsstand Revenue

Rank 1984	Magazine Name	1984 Newsstand Revenue ($000)	% Chg. '83/'84
1	TV Guide	237,270	– 1.1
2	Penthouse	141,199	17.9
3	National Enquirer	140,468	– 5.9
4	People Weekly	114,973	3.0
5	Family Circle	88,195	– 0.2
6	Woman's Day	87,219	6.1
7	Star	86,347	– 3.3
8	Playboy	70,085	– 0.4
9	Cosmopolitan	61,588	5.2
10	Globe	46,359	– 3.5
11	Hustler	43,676	– 1.2
12	Good Housekeeping	42,964	12.6
13	Glamour	31,164	5.2
14	Vogue	27,059	9.7
15	National Examiner	25,294	4.9
16	Time	21,412	– 4.6
17	Club	20,561	1.6
18	Life	20,273	18.1
19	Mademoiselle	19,674	11.8
20	Gallery	18,794	1.0
21	Ladies' Home Journal	17,948	5.7
22	Us	17,937	20.7
23	Newsweek	16,724	1.8
24	Reader's Digest	16,659	– 0.7
25	Cheri	15,885	21.4
26	Playgirl	15,443	0.3
27	High Society	15,150	– 0.7
28	Soap Opera Digest	14,129	33.9
29	Muscle & Fitness	14,104	ne
30	McCall's	13,696	1.5
31	New Woman	13,179	– 2.7
32	Self	12,666	4.1
33	Jet	12,165	– 3.7
34	Sports Illustrated	11,913	25.3
35	Redbook	11,875	5.6
36	Forum	11,778	9.2
37	Genesis	11,578	7.0
38	Gentlemen's Quarterly	11,519	9.4
39	Oui	10,913	– 26.4
40	Harper's Bazaar	10,587	4.1
41	Country Living	10,304	20.7
42	Rolling Stone	10,098	2.7
43	Circus Magazine	9,985	63.7
44	Omni	9,859	– 24.6
45	Better Homes and Gardens	9,762	– 5.1
46	Seventeen	9,148	6.4
47	Money	8,939	24.2
48	Shape	8,621	36.7
49	Barron's	8,615	3.1
50	Easyriders	8,356	– 3.1

ne = not estimated

Figures are FOLIO estimates for the calendar year 1984.

TOP 50 CONSUMER MAGAZINES

Average Circulation

Rank 1984	Magazine Name	1984 Average Circulation	% Chg. '83/'84
1	Parade	23,691,199	2.3
2	Reader's Digest	17,939,598	– 1.0
3	TV Guide	17,230,353	0.4
4	Family Weekly	12,850,888	1.4
5	Modern Maturity	10,329,119	14.0
6	National Geographic	10,229,652	– 2.2
7	Better Homes and Gardens	8,031,119	0.0
8	Family Circle	6,964,366	– 4.0
9	Woman's Day	6,676,726	– 4.5
10	McCall's	6,267,710	– 0.8
11	Good Housekeeping	5,240,543	– 3.1
12	Ladies' Home Journal	5,089,445	– 2.6
13	Time	4,625,322	– 0.9
14	National Enquirer	4,612,927	– 5.7
15	Playboy	4,209,824	– 0.5
16	Guideposts	4,174,478	3.0
17	Redbook	3,974,470	0.6
18	Penthouse	3,485,709	0.3
19	Star	3,406,926	– 9.3
20	Consumer Reports	3,143,922	8.4
21	Newsweek	3,025,012	– 0.2
22	Prevention	2,928,002	8.6
23	Cosmopolitan	2,907,126	– 3.5
24	People Weekly	2,768,105	1.0
25	Sports Illustrated	2,668,678	7.8
26	The American Legion	2,502,836	– 0.3
27	Glamour	2,273,431	2.2
28	Southern Living	2,255,459	2.3
29	U.S.News & World Report	2,092,697	– 1.2
30	Smithsonian	2,084,367	7.2
31	Field & Stream	2,003,174	– 2.1
32	Decision	2,000,000	0.0
33	VFW Magazine	1,851,136	2.3
34	Globe	1,845,744	– 6.9
35	Popular Science	1,803,360	– 2.0
36	The Workbasket	1,784,061	– 2.7
37	Seventeen	1,719,909	7.1
38	Ebony	1,691,294	3.9
39	Parents	1,687,139	– 0.4
40	Popular Mechanics	1,652,185	1.7
41	Highlights for Children	1,613,500	3.7
42	Home Mechanix	1,591,715	– 1.6
43	New York Times Magazine	1,543,322	3.0
44	1,001 Home Ideas	1,520,818	13.2
45	Outdoor Life	1,513,279	– 1.4
46	True Story	1,513,218	– 3.1
47	Money	1,493,695	12.7
48	Life	1,485,437	– 2.4
49	Boys' Life	1,463,047	– 0.8
50	Changing Times	1,400,571	– 2.0

Net Change in Avg. Circ. vs. '83

Rank 1984	Magazine Name	Net Chg. '83/'84	1984 Avg. Circulation
1	Modern Maturity	1,269,945	10,329,119
2	Parade	522,410	23,691,199
3	Country Living	286,218	1,251,870
4	Consumer Reports	243,922	3,143,922
5	Prevention	231,713	2,928,002
6	Sports Illustrated	192,531	2,668,678
7	American Health	180,800	680,974
8	1,001 Home Ideas	177,119	1,520,818
9	Family Weekly	174,967	12,850,888
10	Money	168,144	1,493,695
11	Circus Magazine	163,164	449,814
12	Smithsonian	139,799	2,084,367
13	Health	134,898	998,267
14	Guideposts	119,953	4,174,478
15	Crafts Magazine	119,273	498,255
16	Personal Computing	115,142	545,682
17	Seventeen	113,706	1,719,909
18	PC World	113,375	233,018
19	Soap Opera Digest	110,540	820,633
20	Consumers Digest	108,320	1,011,329
21	Compute!	102,338	345,147
22	Video Review	101,111	355,371
23	Inc.	100,440	526,295
24	Working Woman	91,897	677,518
25	Shape	88,255	489,904
26	The Sporting News	78,873	664,912
27	Weight Watchers Mag.	72,154	849,869
28	Signature	67,662	787,697
29	Working Mother	67,625	518,009
30	On Cable	67,565	1,261,166
31	Endless Vacation	66,244	379,048
32	National Wildlife	65,691	810,691
33	Discover	65,606	983,936
34	Ebony	64,110	1,691,294
35	TV Guide	61,529	17,230,353
36	Hot Rod	59,966	860,246
37	Food & Wine	59,698	549,622
38	Gentlemen's Quarterly	58,981	624,667
39	Saturday Evening Post	58,241	694,747
40	Golf Digest	58,179	1,211,794
41	Highlights for Children	57,264	1,613,500
42	Car and Driver	54,069	854,324
43	Home	51,471	578,788
44	Southern Living	50,768	2,255,459
45	Vogue	49,635	1,163,962
46	Glamour	49,170	2,273,431
47	Rolling Stone	48,890	825,711
48	National Examiner	48,270	983,861
49	New Shelter	47,408	712,282
50	Guns & Ammo	46,450	522,256

Figures are FOLIO estimates for the calendar year 1984.

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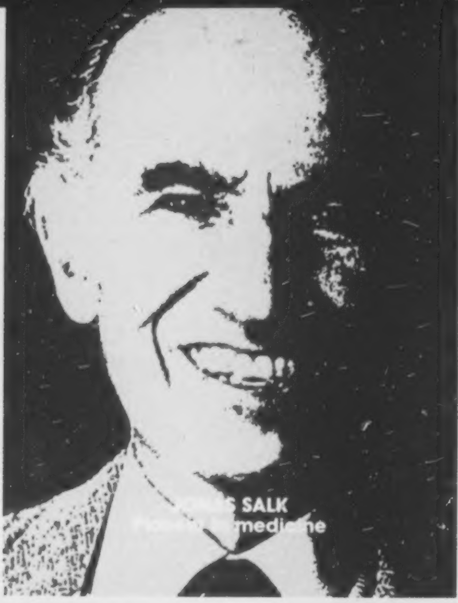
Each of the nine visionaries pictured has presided over a change in man's very destiny . . . and has revealed the process and the rewards of a "big idea" in the pages of OMNI Magazine.

CYRIL PONNAMPERUMA
Exobiologist



JONAS SALK
Pioneer in medicine

ROSALYN YALOW
Nobel prizewinner

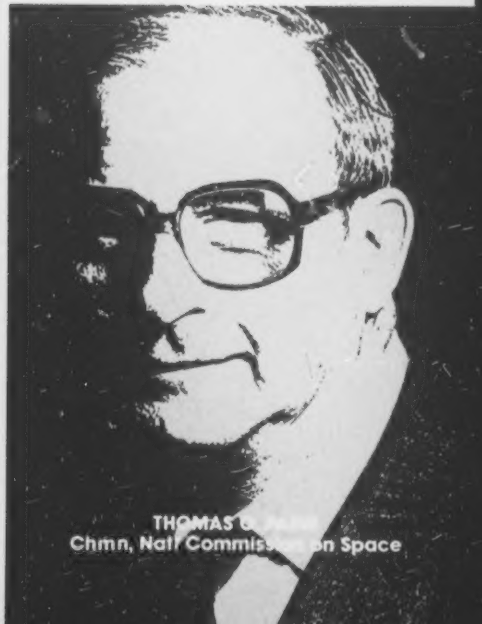
JOHN NAISBITT
Author of Megatrends

ROBERT JASTROW
Astrophysicist

FREEMAN DYSON
[illegible]

ARTHUR C. CLARKE
Futurist/award-winning author

HANS BETHE
Nobel prizewinner



THOMAS O. PAINE
Chmn, Nat'l Commission on Space

TOP 50 CONSUMER MAGAZINES

Avg. Subscription Circulation

Rank 1984	Magazine Name	1984 Average Subscription Circ.	% Chg. '83/'84
1	Reader's Digest	17,014,098	−0.5
2	Modern Maturity	10,329,119	14.0
3	National Geographic	10,229,652	−2.2
4	TV Guide	8,621,147	6.2
5	Better Homes and Gardens	7,488,786	0.4
6	McCall's	5,506,841	−1.1
7	Time	4,400,883	−0.3
8	Guideposts	4,174,478	3.0
9	Ladies' Home Journal	4,092,310	−4.5
10	Good Housekeeping	3,404,491	−0.8
11	Redbook	3,314,733	−0.4
12	Consumer Reports	2,991,714	6.8
13	Newsweek	2,845,996	0.7
14	Prevention	2,793,763	8.9
15	Sports Illustrated	2,558,371	7.7
16	The American Legion	2,502,836	−0.3
17	Playboy	2,365,492	1.7
18	Southern Living	2,109,417	1.5
19	Smithsonian	2,076,879	7.0
20	U.S.News & World Report	2,033,459	−0.7
21	Decision	2,000,000	0.0
22	Field & Stream	1,856,974	−1.5
23	VFW Magazine	1,851,136	2.3
24	The Workbasket	1,754,636	−2.4
25	Highlights for Children	1,613,500	3.7
26	Parents	1,595,488	0.4
27	Popular Science	1,574,353	−0.6
28	1,001 Home Ideas	1,488,973	13.9
29	Boys' Life	1,463,047	−0.8
30	Ebony	1,455,064	5.1
31	Home Mechanix	1,441,799	0.3
32	Changing Times	1,366,979	−1.8
33	Organic Gardening	1,365,535	0.3
34	Outdoor Life	1,354,509	0.0
35	Natl. Geographic World	1,345,339	−9.4
36	Popular Mechanics	1,344,689	3.3
37	Sunset	1,304,035	−1.5
38	True Story	1,225,030	−1.3
39	Seventeen	1,211,704	13.5
40	Money	1,204,957	13.8
41	Bon Appetit	1,147,925	2.5
42	The Family Handyman	1,145,251	−3.1
43	Golf Digest	1,117,283	6.0
44	Better Living	1,098,568	ne
45	People Weekly	1,011,455	0.7
46	Consumers Digest	1,005,195	11.3
47	Health	995,839	15.8
48	Travel & Leisure	939,456	2.4
49	National Geo. Traveler	937,254	ne
50	On Cable	936,535	91.3

Net Chg. in Avg. Sub. Circ. vs. '83

Rank 1984	Magazine Name	Net Chg. '83/'84	1984 Avg. Sub. Circ.
1	Modern Maturity	1,269,945	10,329,119
2	TV Guide	504,763	8,621,147
3	On Cable	446,916	936,535
4	Prevention	227,618	2,793,763
5	Country Living	210,619	811,524
6	Consumer Reports	191,714	2,991,714
7	American Health	188,080	619,225
8	Sports Illustrated	183,017	2,558,371
9	1,001 Home Ideas	181,185	1,488,973
10	Money	145,932	1,204,957
11	Seventeen	144,312	1,211,704
12	Smithsonian	136,505	2,076,879
13	Health	135,653	995,839
14	Omni	130,666	508,665
15	Personal Computing	123,936	478,576
16	Guideposts	119,958	4,174,478
17	Consumers Digest	102,186	1,005,195
18	Family Circle	99,280	226,784
19	Video Review	99,184	271,084
20	PC World	96,440	148,975
21	Inc.	95,467	492,800
22	Working Woman	93,076	652,853
23	The Sporting News	89,918	607,272
24	Saturday Evening Post	86,168	560,018
25	Compute!	82,945	172,911
26	Crafts Magazine	81,723	345,974
27	Working Mother	74,358	501,539
28	Ebony	70,874	1,455,064
29	Signature	67,662	787,697
30	Endless Vacation	66,244	379,048
31	Discover	65,848	855,841
32	National Wildlife	65,691	810,691
33	Golf Digest	62,836	1,117,283
34	Hot Rod	62,669	555,454
35	National Lampoon	58,149	232,710
36	Weight Watchers Mag.	58,091	704,800
37	Life	57,459	878,645
38	Highlights for Children	57,264	1,613,500
39	Food & Wine	57,066	532,219
40	Cosmopolitan	52,585	275,177
41	Car and Driver	52,280	612,645
42	PC	51,720	107,691
43	Modern Photography	49,739	605,709
44	Americana	45,643	354,128
45	Nation's Business	45,413	862,634
46	Gourmet	44,551	531,605
47	Guns & Ammo	43,570	377,757
48	Science Digest	43,566	376,024
49	New Shelter	43,380	688,795
50	Popular Mechanics	42,397	1,344,689

ne = not estimated

Figures are FOLIO estimates for the calendar year 1984.

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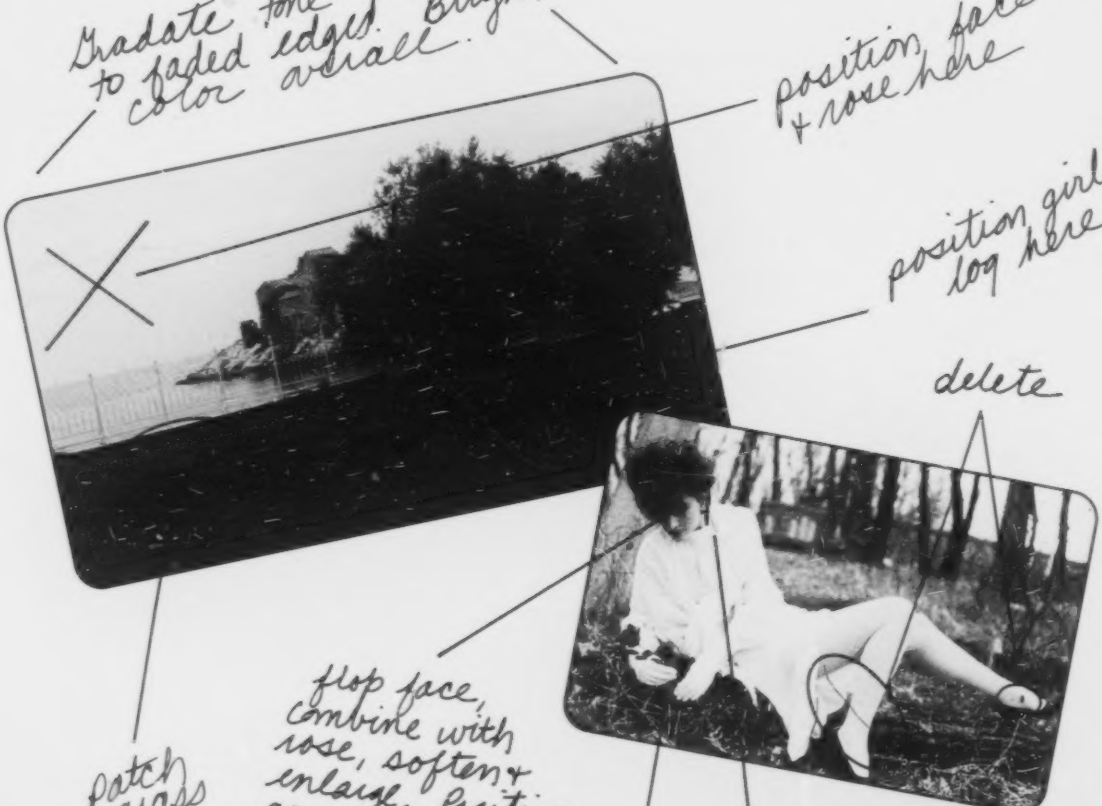
Realize your creative power with G.S.'s Electronic Imaging

Gradate tone from center to faded edges. Bright color overall.

position face + rose here

position girl + log here

delete



patch grass

flop face, combine with rose, soften + enlarge. Position as indicated by "X"

silhouette girl + log + position as indicated by "X"

combine grass around log with grass on lawn for natural effect

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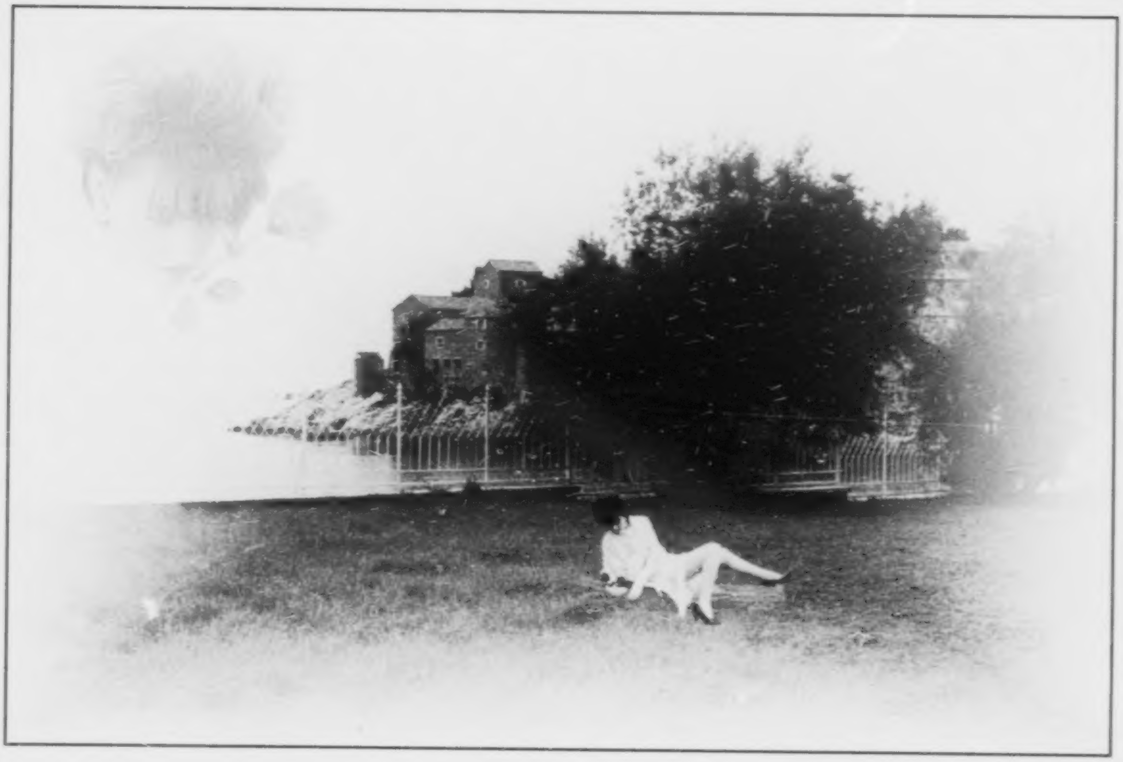

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The G.S. Commitment

The Best People

We are a house of skilled craftsmen: artists and technicians who derive tremendous pride from producing top quality jobs.

The Best Equipment

G.S., a member of the Techtron Graphic Arts Company, utilizes state-of-the-art equipment in all departments.

The Best Location

We're in the Meadowlands of New Jersey, a few minutes from the Lincoln Tunnel and midtown Manhattan. Out-of-town clients are pleased to find us around the corner from Teterboro Airport and less than a half hour from Newark and LaGuardia Airports.

Our New York City Sales/Service Office is located at 200 W. 51st St., and our delivery staff leaves the plant on the hour for points throughout the metropolitan area.

The Best Hours

24 hours a day, seven days a week.

The Best Sales Force

We've left the song-and-dance men on Broadway. Our representatives all have extensive production experience, and they stay personally involved with each job until it leaves the plant—and beyond.

The Best Customers

Some of the world's most prestigious advertising agencies and magazines make us their headquarters for pre-press work. Whether you're large or small we'll treat you as one of our best customers. The way we stand behind our clients is legendary in the industry. That's why they keep coming back for more.

Our History

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In 1969 we moved to our present custom-designed plant in Carlstadt, New Jersey, which houses the latest state-of-the-art equipment. The expertise of our technicians and artists allows us to utilize modern-day technology in a most far-reaching and creative manner. And in the 1980's we continue to flourish as pioneers and problem solvers.

Now, nearly 40 years after our inception, we proudly maintain our position as the prime source for typography, separations, film and specialty printing services for the major advertising agencies, publications and corporations in the New York-New Jersey-Pennsylvania metropolitan area.

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- Short Run Color Printing

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New Jersey—201/933-8585
Folcroft, PA—215/532-2170
Toll-free —800/CALL4GS

*G.S. Lithographers is a member of the Techtron Graphic Arts Company

TOP 50 CONSUMER MAGAZINES

Average Newsstand Circulation

Rank 1984	Magazine Name	1984 Average Newsstand Circ.	% Chg. '83/'84
1	TV Guide	8,609,207	– 4.9
2	Family Circle	6,737,582	– 5.4
3	Woman's Day	6,607,480	– 4.8
4	National Enquirer	4,155,858	– 5.9
5	Penthouse	3,286,764	0.2
6	Star	3,255,923	– 9.5
7	Cosmopolitan	2,631,949	– 5.6
8	Playboy	1,844,332	– 3.1
9	Good Housekeeping	1,836,053	– 7.1
10	Globe	1,783,032	– 7.3
11	People Weekly	1,756,651	1.2
12	Glamour	1,484,004	5.2
13	Ladies' Home Journal	997,135	5.7
14	National Examiner	972,857	4.9
15	Reader's Digest	925,500	– 9.0
16	Hustler	921,438	– 12.5
17	Mademoiselle	849,474	1.4
18	McCall's	760,869	1.5
19	Vogue	741,748	8.3
20	Redbook	659,737	5.6
21	New Woman	627,550	– 2.7
22	Life	606,792	– 13.4
23	Self	546,907	– 5.6
24	Better Homes and Gardens	542,334	– 5.1
25	Us	533,843	– 6.6
26	Seventeen	508,205	– 5.7
27	Gallery	470,309	– 0.2
28	Club	456,913	– 5.2
29	Harper's Bazaar	441,115	4.1
30	Country Living	440,346	20.7
31	Soap Opera Digest	434,738	25.8
32	Playgirl	428,972	– 8.1
33	Circus Magazine	426,689	63.7
34	Forum	392,610	– 10.9
35	Gentlemen's Quarterly	383,961	9.4
36	Shape	368,440	36.7
37	Muscle & Fitness	367,295	ne
38	High Society	360,723	– 4.2
39	Cheri	349,123	– 4.1
40	Bride's	332,688	3.5
41	Omni	328,618	– 24.6
42	Popular Mechanics	307,496	– 4.5
43	Hot Rod	304,792	– 0.9
44	Easyriders	304,063	– 15.4
45	Modern Bride	292,748	– 2.1
46	Money	288,738	8.3
47	True Story	288,188	– 10.1
48	Genesis	282,118	1.6
49	'Teen	276,938	– 14.1
50	House Beautiful	271,403	2.2

Net Chg. in Avg. News. Circ. vs.'83

Rank 1984	Magazine Name	Net Chg. '83/'84	1984 Avg. News. Circ.
1	Hustler	1,053,063	921,438
2	Circus Magazine	165,994	426,689
3	Shape	98,960	368,440
4	Soap Opera Digest	89,281	434,738
5	Country Living	75,599	440,346
6	Glamour	73,046	1,484,004
7	Vogue	56,646	741,748
8	Ladies' Home Journal	53,709	997,135
9	Consumer Reports	52,208	152,208
10	National Examiner	45,066	972,857
11	Crafts Magazine	37,549	152,281
12	Redbook	35,155	659,737
13	Gentlemen's Quarterly	33,101	383,961
14	Colonial Homes	25,396	213,107
15	Money	22,212	288,738
16	People Weekly	20,406	1,756,651
17	Home	20,131	83,315
18	Southern Living	19,621	146,042
19	Compute!	19,392	172,236
20	Harper's Bazaar	17,548	441,115
21	4 Wheel & Off-Road	14,253	147,034
22	Weight Watchers Mag.	14,064	145,070
23	The Family Handyman	13,919	64,353
24	Mademoiselle	11,327	849,474
25	Bride's	11,214	332,688
26	McCall's	11,096	760,869
27	Bicycling	10,610	84,745
28	Arizona Highways	9,551	44,663
29	Sports Illustrated	9,514	110,307
30	PC World	8,879	71,487
31	Vanity Fair	8,581	52,241
32	Motorcyclist	7,847	76,050
33	Video	7,561	81,512
34	Rolling Stone	7,092	266,285
35	Early American Life	7,061	39,171
36	Science 84	6,632	86,379
37	Ms.	6,145	47,572
38	Consumers Digest	6,134	6,134
39	House Beautiful	5,822	271,403
40	Town & Country	5,337	100,884
41	Penthouse	5,269	3,286,764
42	Inc.	4,973	33,495
43	Esquire	4,681	129,767
44	Genesis	4,560	282,118
45	House & Garden	4,381	89,726
46	Boston Magazine	4,232	23,164
47	Prevention	4,095	134,240
48	Audio	4,039	39,865
49	New Shelter	4,029	23,488
50	Moody Monthly	3,909	11,068

ne = not estimated

Figures are FOLIO estimates for the calendar year 1984.

TOP 50 CONSUMER MAGAZINES

Total Annual Circulation

Rank 1984	Magazine Name	1984 Total Annual Circ.	Freq.
1	Parade	1,255,633,547	53
2	TV Guide	895,978,356	52
3	Family Weekly	681,097,064	53
4	Time	245,142,066	53
5	National Enquirer	239,872,204	52
6	Reader's Digest	215,275,176	12
7	Star	177,160,152	52
8	Newsweek	163,350,648	54
9	Sports Illustrated	144,108,612	54
10	People Weekly	141,173,355	51
11	National Geographic	122,755,824	12
12	Family Circle	118,394,222	17
13	U.S.News & World Report	108,820,244	52
14	Woman's Day	100,150,890	15
15	Better Homes and Gardens	96,373,428	12
16	Globe	95,978,688	52
17	New York Times Magazine	80,252,744	52
18	McCall's	75,212,520	12
19	Good Housekeeping	62,886,516	12
20	Modern Maturity	61,974,714	6
21	Ladies' Home Journal	61,073,340	12
22	National Examiner	51,160,772	52
23	Playboy	50,517,888	12
24	Guideposts	50,093,736	12
25	Redbook	47,693,640	12
26	BusinessWeek	44,561,556	52
27	Jet	44,283,096	52
28	Penthouse	41,828,508	12
29	Consumer Reports	37,727,064	12
30	Prevention	35,136,024	12
31	Cosmopolitan	34,885,512	12
32	The Sporting News	34,575,424	52
33	Grit	30,863,013	53
34	The American Legion	30,034,032	12
35	Us	28,426,496	28
36	Glamour	27,281,172	12
37	Southern Living	27,065,508	12
38	The New Yorker	26,027,768	52
39	Smithsonian	25,012,404	12
40	Field & Stream	24,038,088	12
41	Decision	24,000,000	12
42	New York	21,838,950	50
43	Popular Science	21,640,320	12
44	Soap Opera Digest	21,336,458	26
45	Forbes	21,060,728	29
46	Seventeen	20,638,908	12
47	Ebony	20,295,528	12
48	Parents	20,245,668	12
49	Popular Mechanics	19,826,220	12
50	Rolling Stone	19,817,064	24

TOP 50 CONSUMER MONTHLIES

Total Revenue

Rank 1984	Magazine Name	1984 Total Revenue ($000) (ad rev. + circ. rev.)	% Chg. '83/'84
1	Reader's Digest	305,533	3.4
2	Good Housekeeping	221,743	5.8
3	Better Homes and Gardens	204,949	14.3
4	National Geographic	183,448	−0.4
5	Playboy	171,354	−3.2
6	Penthouse	169,142	11.8
7	Cosmopolitan	161,591	12.5
8	McCall's	142,268	7.4
9	Ladies' Home Journal	136,600	6.6
10	Glamour	110,349	13.6
11	Vogue	102,584	15.7
12	Money	96,100	29.5
13	Redbook	92,662	10.2
14	Southern Living	90,884	9.3
15	Smithsonian	67,274	14.4
16	Mademoiselle	59,057	17.3
17	Sunset	58,194	9.2
18	Seventeen	57,661	22.7
19	Ebony	54,938	6.7
20	Prevention	54,799	7.5
21	Field & Stream	54,278	8.7
22	Architectural Digest	50,249	6.2
23	Parents	49,443	11.4
24	Golf Digest	47,935	14.6
25	Consumer Reports	46,832	14.5
26	Travel & Leisure	45,678	20.7
27	Harper's Bazaar	45,054	21.6
28	Popular Mechanics	44,747	6.8
29	Hustler	44,527	−0.9
30	Inc.	43,787	32.5
31	Self	42,936	22.2
32	Gentlemen's Quarterly	42,522	34.1
33	Popular Science	41,863	2.8
34	Esquire	41,850	15.0
35	Bon Appetit	40,859	7.8
36	Car and Driver	40,129	20.9
37	House Beautiful	39,047	15.5
38	Outdoor Life	38,035	7.6
39	Country Living	37,606	43.8
40	Omni	37,182	2.8
41	Road & Track	36.411	12.7
42	Town & Country	35,881	22.3
43	House & Garden	35,002	13.9
44	Home Mechanix	34,378	4.7
45	Scientific American	33,531	7.0
46	Popular Photography	33,421	−10.8
47	Discover	31,240	2.6
48	Changing Times	28,377	3.6
49	Working Woman	27,854	24.6
50	Motor Trend	27,711	10.1

Figures are FOLIO estimates for the calendar year 1984.

Warner is Publisher Services

American Health—Americana Magazine—Argus Publishers Corp.—Arizona Highways—Ballantine Books—Berlitz—Cheri Magazine, Inc.—Conde Nast—Consumer Guides—The Cook's Magazine—DC Comics—Del Rey Books—E.C. Publications—Elle—Essence—Family Circle—Fawcett Books—Golf Digest—Grit—Grove Press—H&R Block—Haymarket, Ltd.—Heavy Metal—Hi-Torque Publications—J.Q. Adams—Kerrang!—The Laugh Factory—Macfadden Publishing Group—Macmillan Publishing—Media-Tex Communications—Miller Magazines, Inc.—Mother Earth News—National Enquirer—National Lampoon—New Woman—The New Yorker—NFL Properties—Old Farmer's Almanac—Oui—Parents—Penny Press—Pingouin—Pinnacle Books—Playboy Enterprises, Inc.—Playgirl, Inc.—Popular Library—Psychology Today—Questar—Quinn Publishing—Record—Reese Communications—The Robb Report—Rolling Stone—Science 85—Sharon Publications—Southern Accents—Sports Fitness—Sterling's Magazines, Inc.—St. Martin's Press—Success—Telepictures Publications—Tor Books—Triple D, Inc.—T.S.M. Publishing—Us Magazine—Warner Books—Western Empire Publications—World Almanac Publications—Yankee—YM.

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TOP 50 CONSUMER MONTHLIES

Advertising Pages

Rank 1984	Magazine Name	1984 Ad Pages	% Chg. '83/'84
1	Quarter Horse Journal	4,376	ne
2	Vogue	3,466	11.4
3	Los Angeles Magazine	2,528	3.2
4	Cosmopolitan	2,491	2.0
5	Glamour	2,165	6.8
6	Yachting	2,059	14.4
7	Good Housekeeping	2,032	– 3.1
8	Washingtonian Magazine	1,980	13.3
9	Gentlemen's Quarterly	1,922	32.8
10	Personal Computing	1,910	– 21.3
11	Town & Country	1,903	5.0
12	Motor Boating & Sailing	1,872	17.1
13	San Diego Magazine	1,855	11.0
14	Boston Magazine	1,831	12.4
15	Harper's Bazaar	1,824	17.3
16	Sunset	1,782	0.1
17	Chicago	1,775	0.4
18	Cruising World	1,744	3.4
19	Texas Monthly	1,707	11.6
20	Mademoiselle	1,683	6.9
21	Sail	1,638	15.7
22	Philadelphia Magazine	1,635	1.5
23	D	1,626	14.9
24	Architectural Digest	1,601	2.6
25	Southern Living	1,592	5.3
26	Boating	1,591	18.6
27	Money	1,516	6.0
28	Inc.	1,500	11.7
29	Better Homes and Gardens	1,499	9.0
30	Seventeen	1,496	13.9
31	Trailer Life	1,471	14.3
32	Creative Computing	1,448	– 32.5
33	Eastern Review	1,372	9.8
34	Esquire	1,357	7.8
35	United	1,357	16.8
36	Travel & Leisure	1,304	16.9
37	Working Woman	1,290	8.5
38	Muscle & Fitness	1,280	ne
39	Ladies' Home Journal	1,262	8.5
40	Road & Track	1,250	3.7
41	Houston Home & Garden	1,243	– 2.3
42	AmericanWay	1,227	9.3
43	McCall's	1,193	7.8
44	80 Micro	1,177	– 46.6
45	Redbook	1,176	7.1
46	Popular Photography	1,164	– 12.9
47	Self	1,157	24.7
48	Popular Mechanics	1,151	– 3.0
49	House Beautiful	1,139	3.6
50	Spectrum	1,122	12.5

Advertising Revenue

Rank 1984	Magazine Name	1984 Advertising Revenue ($000)	% Chg. '83/'84
1	Good Housekeeping	133,313	4.9
2	Better Homes and Gardens	126,134	15.7
3	Reader's Digest	111,854	10.0
4	Cosmopolitan	95,144	17.3
5	McCall's	76,274	18.5
6	Glamour	70,585	20.4
7	Vogue	67,355	20.3
8	Ladies' Home Journal	66,537	15.9
9	Money	56,953	35.1
10	Playboy	54,975	– 8.8
11	Southern Living	53,335	13.5
12	Redbook	53,095	19.3
13	Sunset	43,050	8.4
14	Mademoiselle	35,769	23.2
15	Inc.	34,991	39.1
16	Field & Stream	34,392	12.2
17	Golf Digest	32,923	16.1
18	Ebony	32,518	11.8
19	Seventeen	32,257	25.3
20	Harper's Bazaar	31,105	30.1
21	Parents	31,016	18.7
22	Smithsonian	30,726	19.6
23	National Geographic	30,004	9.6
24	Esquire	29,888	22.7
25	Architectural Digest	27,765	12.6
26	Travel & Leisure	27,528	25.9
27	Car and Driver	27,491	18.8
28	Popular Mechanics	27,255	11.2
29	Town & Country	27,049	24.7
30	Gentlemen's Quarterly	26,725	54.0
31	House Beautiful	26,066	22.6
32	Road & Track	24,745	18.6
33	Popular Photography	24,401	– 15.3
34	Self	24,183	40.7
35	Bon Appetit	24,101	17.1
36	Popular Science	22,946	2.9
37	Penthouse	22,025	– 14.5
38	Home Mechanix	19,481	10.8
39	Outdoor Life	19,435	17.7
40	House & Garden	18,903	46.4
41	Working Woman	18,831	30.4
42	Motor Trend	18,514	14.8
43	Personal Computing	18,245	23.0
44	Scientific American	17,136	17.0
45	Modern Photography	17,082	– 4.9
46	Prevention	16,542	– 4.6
47	Golf Magazine	16,525	19.7
48	Omni	16,060	10.4
49	Country Living	15,942	71.5
50	Texas Monthly	15,184	17.3

ne = not estimated

Figures are Folio estimates for the calendar year 1984.

TOP 50 CONSUMER MAGAZINES

Average Ad Pages per Copy

Rank 1984	Magazine Name	1984 Avg. Ad Pages/Copy
1	Quarter Horse Journal	365
2	Bride's	318
3	Byte	302
4	Vogue	289
5	Modern Bride	265
6	PC	225
7	Los Angeles Magazine	211
8	Cosmopolitan	208
9	PC World	194
10	Glamour	180
11	Yachting	172
12	Good Housekeeping	169
13	Washingtonian Magazine	165
14	Gentlemen's Quarterly	160
15	Personal Computing	159
16	Town & Country	159
17	Motor Boating & Sailing	156
18	San Diego Magazine	155
19	Boston Magazine	153
20	Harper's Bazaar	152
21	Sunset	149
22	Chicago	148
23	Cruising World	145
24	Texas Monthly	142
25	Skiing	141
26	Mademoiselle	140
27	D	136
28	Philadelphia Magazine	136
29	Sail	136
30	The Blood-Horse	134
31	Fortune	134
32	Architectural Digest	133
33	Boating	133
34	Southern Living	133
35	Forbes	132
36	Money	126
37	Better Homes and Gardens	125
38	Inc.	125
39	Seventeen	125
40	Trailer Life	123
41	Creative Computing	121
42	Eastern Review	114
43	Esquire	113
44	United	113
45	Ski	111
46	Travel & Leisure	109
47	Bicycling	108
48	Working Woman	108
49	Muscle & Fitness	107
50	Family Circle	106

Avg. Editorial Pages per Copy

Rank 1984	Magazine Name	1984 Avg. Edit. Pages/Copy
1	Quarter Horse Journal	258
2	Byte	222
3	PC	193
4	Bride's	176
5	Vogue	167
6	Reader's Digest	163
7	National Geo. Traveler	160
8	Playboy	160
9	Vanity Fair	157
10	PC World	151
11	Los Angeles Magazine	150
12	Guitar Player	145
13	Penthouse	145
14	National Geographic	144
15	Glamour	143
16	TV Guide	143
17	Good Housekeeping	140
18	Modern Bride	139
19	Harvard Business Review	138
20	San Diego Magazine	138
21	Creative Computing	137
22	Cosmopolitan	136
23	Chicago	135
24	On Cable	134
25	Soap Opera Digest	133
26	80 Micro	132
27	House & Garden	132
28	Esquire	129
29	Gentlemen's Quarterly	128
30	Mademoiselle	127
31	Washingtonian Magazine	127
32	Southern Living	126
33	Audubon	125
34	The Blood-Horse	124
35	The Mother Earth News	122
36	Ladycom	121
37	Colonial Homes	117
38	Muscle & Fitness	117
39	Boston Magazine	112
40	Forum	112
41	Popular Computing	112
42	Harper's Bazaar	109
43	Town & Country	108
44	Gourmet	107
45	Yankee	107
46	Creative Ideas f. Living	106
47	Compute!	104
48	Forbes	103
49	Texas Monthly	103
50	Compute!'s Gazette	102

Figures are FOLIO estimates for the calendar year 1984.

TOP 50 CONSUMER MAGAZINES

Average Subscription Price

Rank 1984	Magazine Name	1984 Average Subscription Price
1	The Blood-Horse	65.30
2	The Economist U.S. Ed.	64.89
3	Barron's	61.80
4	Oui	42.00
5	Time	41.75
6	Endless Vacation	40.05
7	Sports Illustrated	39.45
8	People Weekly	38.98
9	Hustler	37.52
10	Frequent Flyer	37.50
11	BusinessWeek	36.04
12	Navy Times	35.95
13	Air Force Times	35.92
14	Army Times	35.88
15	Forbes	35.47
16	Fortune	34.64
17	Architectural Digest	33.82
18	U.S.News & World Report	33.29
19	The Sporting News	32.51
20	Crain's Chicago Business	32.39
21	Newsweek	31.00
22	Genesis	30.96
23	Harvard Business Review	30.83
24	Penthouse	29.75
25	Muscle & Fitness	28.95
26	Club International	28.87
27	Club	28.56
28	Jet	28.13
29	Dun's Business Month	28.00
30	Financial World	26.99
31	The New Yorker	26.02
32	New York	26.01
33	Soldier of Fortune	26.00
34	W	25.54
35	Money	25.07
36	Players	25.00
37	House & Garden	24.89
38	Life	24.38
39	80 Micro	24.26
40	Scientific American	23.99
41	Guitar Player	23.95
42	TV Guide	23.46
43	PC	23.29
44	Omni	22.10
45	Gallery	22.01
46	Sail	21.58
47	Creative Computing	21.29
48	AutoWeek	21.25
49	Compute!'s Gazette	21.15
50	Linn's Stamp News	20.95

Total Annual Newsstand Sales

Rank 1984	Magazine Name	1984 Total Annual Newsstand Sales	Freq.
1	TV Guide	447,678,764	52
2	National Enquirer	216,104,616	52
3	Star	169,307,996	52
4	Family Circle	114,538,894	17
5	Woman's Day	99,112,200	15
6	Globe	92,717,664	52
7	People Weekly	89,589,201	51
8	National Examiner	50,588,564	52
9	Penthouse	39,441,168	12
10	Cosmopolitan	31,583,388	12
11	Playboy	22,131,984	12
12	Good Housekeeping	22,032,636	12
13	Glamour	17,808,048	12
14	Us	14,947,604	28
15	Ladies' Home Journal	11,965,620	12
16	Time	11,895,320	53
17	Soap Opera Digest	11,303,188	26
18	Reader's Digest	11,106,000	12
19	Hustler	11,057,256	12
20	Mademoiselle	10,193,688	12
21	Jet	9,732,320	52
22	Newsweek	9,666,864	54
23	McCall's	9,130,428	12
24	Vogue	8,900,976	12
25	Redbook	7,916,844	12
26	Life	7,888,296	13
27	New Woman	7,530,600	12
28	Our Sunday Visitor	7,513,064	52
29	Grit	7,049,053	53
30	Self	6,562,884	12
31	Better Homes and Gardens	6,508,008	12
32	Rolling Stone	6,390,840	24
33	Seventeen	6,098,460	12
34	Sports Illustrated	5,956,578	54
35	Barron's	5,743,186	53
36	Gallery	5,643,708	12
37	Club	5,482,956	12
38	Harper's Bazaar	5,293,380	12
39	Country Living	5,284,152	12
40	Playgirl	5,147,664	12
41	Circus Magazine	5,120,268	12
42	Cheri	4,887,722	14
43	Forum	4,711,320	12
44	Gentlemen's Quarterly	4,607,532	12
45	Shape	4,421,280	12
46	Muscle & Fitness	4,407,540	12
47	High Society	4,328,676	12
48	Omni	3,943,416	12
49	Popular Mechanics	3,689,952	12
50	Hot Rod	3,657,504	12

Figures are FOLIO estimates for the calendar year 1984.

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FASTEST GROWING CONSUMER MAGAZINES BY TOTAL REVENUE

Overall

(All divisions)		% Chg. '83/'84	Total Rev. ($000)
1	PC World	133.1	25,568
2	PC	92.1	37,305
3	American Health	85.2	12,439
4	Decision	66.7	10,000
5	Circus Magazine	58.7	12,160
6	Pan Am Clipper	49.9	4,878
7	Video	48.2	9,470
8	Venture	45.4	14,243
9	Country Living	43.8	37,606
10	Compute!	42.5	15,486

Division One

(Over $30 mil. total revenue)		% Chg. '83/'84	Total Rev. ($000)
1	PC	92.1	37,305
2	Country Living	43.8	37,606
3	Gentlemen's Quarterly	34.1	42,522
4	Inc.	32.5	43,787
5	Money	29.5	96,100
6	Forbes	24.6	137,372
7	Sports Illustrated	22.8	343,619
8	Modern Maturity	22.8	39,999
9	Seventeen	22.7	57,661
10	Town & Country	22.3	35,881

Division Two

($15 - $30 mil. total revenue)		% Chg. '83/'84	Total Rev. ($000)
1	PC World	133.1	25,568
2	Compute!	42.5	15,486
3	Home	38.4	15,013
4	Endless Vacation	35.3	15,390
5	Working Mother	31.2	17,380
6	The Economist U.S. Ed.	28.2	17,966
7	Soap Opera Digest	27.6	24,034
8	Working Woman	24.6	27,854
9	1,001 Home Ideas	22.4	26,702
10	W	22.3	24,231

Division Three

($10 - $15 mil. total revenue)		% Chg. '83/'84	Total Rev. ($000)
1	American Health	85.2	12,439
2	Decision	66.7	10,000
3	Circus Magazine	58.7	12,160
4	Venture	45.4	14,243
5	On Cable	37.8	12,896
6	Crafts Magazine	37.1	10,116
7	Shape	33.3	13,407
8	United	30.5	14,541
9	Boating	27.0	14,865
10	Video Review	25.3	11,470

Division Four

($6 - $10 mil. total revenue)		% Chg. '83/'84	Total Rev. ($000)
1	Video	48.2	9,470
2	Audio	29.5	6,790
3	4 Wheel & Off-Road	29.0	9,029
4	50 Plus	24.1	6,717
5	Spectrum	22.5	8,089
6	Boston Magazine	22.2	8,402
7	AutoWeek	21.4	9,378
8	Crain's Chicago Business	20.3	9,191
9	Bicycling	19.5	9,823
10	Petersen's Hunting	19.2	6,422

Division Five

(Less than $6 mil. total revenue)		% Chg. '83/'84	Total Rev. ($000)
1	Pan Am Clipper	49.9	4,878
2	VFW Magazine	20.8	5,686
3	Success!	19.1	5,448
4	San Diego Magazine	17.7	5,841
5	Americana	15.0	5,441
6	Texas Homes	13.2	5,094
7	TWA Ambassador	11.4	5,890
8	Our Sunday Visitor	10.4	5,634
9	Ladycom	9.6	4,784
10	Christianity Today	5.9	5,414

Figures are Folio estimates for the calendar year 1984.

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FASTEST GROWING CONSUMER MAGAZINES BY ADVERTISING REVENUE

Overall

(All divisions)		% Chg. '83/'84	Ad Rev. ($000)
1	American Health	152.2	4,974
2	PC World	149.0	19,806
3	Shape	95.6	2,650
4	PC	93.1	30,888
5	Video	82.0	5,466
6	Country Living	71.5	15,942
7	Circus Magazine	61.4	1,733
8	Home	57.0	7,301
9	Venture	54.5	10,782
10	50 Plus	54.3	2,842

Division One

(Over $25 mil. ad revenue)		% Chg. '83/'84	Ad Rev. ($000)
1	PC	93.1	30,888
2	Gentlemen's Quarterly	54.0	26,725
3	Inc.	39.1	34,991
4	Money	35.1	56,953
5	People Weekly	32.7	232,888
6	Harper's Bazaar	30.1	31,105
7	Forbes	29.9	109,729
8	Sports Illustrated	26.1	230,766
9	Travel & Leisure	25.9	27,528
10	Seventeen	25.3	32,257

Division Two

($10 - $25 mil. ad revenue)		% Chg. '83/'84	Ad Rev. ($000)
1	PC World	149.0	19,806
2	Country Living	71.5	15,942
3	Venture	54.5	10,782
4	House & Garden	46.4	18,903
5	The Economist U.S. Ed.	45.6	10,883
6	Self	40.7	24,183
7	Modern Maturity	33.7	19,340
8	W	31.1	18,283
9	United	30.5	14,541
10	Working Woman	30.4	18,831

Division Three

($5 - $10 mil. ad revenue)		% Chg. '83/'84	Ad Rev. ($000)
1	Video	82.0	5,466
2	Home	57.0	7,301
3	Frequent Flyer	47.4	5,554
4	Popular Computing	42.6	7,529
5	1,001 Home Ideas	41.5	8,915
6	Compute!	36.2	6,109
7	The Atlantic	28.1	6,745
8	Trailer Life	27.1	7,452
9	Bicycling	26.2	6,065
10	Health	25.8	5,364

Division Four

($3 - $5 mil. ad revenue)		% Chg. '83/'84	Ad Rev. ($000)
1	American Health	152.2	4,974
2	Pan Am Clipper	49.9	4,878
3	Audio	38.5	4,451
4	National Examiner	38.3	3,469
5	4 Wheel & Off-Road	36.9	4,242
6	Cruising World	25.5	4,500
7	Natural History	22.8	4,756
8	San Diego Magazine	20.9	4,979
9	Weight Watchers Mag.	20.3	4,946
10	Texas Homes	18.2	3,644

Division Five

(Less than $3 mil. ad revenue)		% Chg. '83/'84	Ad Rev. ($000)
1	Shape	95.6	2,650
2	Circus Magazine	61.4	1,733
3	50 Plus	54.3	2,842
4	Crafts Magazine	48.5	2,233
5	Consumers Digest	46.6	1,411
6	Popular Hot Rodding	30.7	2,276
7	Easyriders	26.0	650
8	Christianity Today	24.4	2,260
9	Petersen's Hunting	24.3	2,975
10	Our Sunday Visitor	21.0	802

Figures are FOLIO estimates for the calendar year 1984.

FASTEST GROWING CONSUMER MAGAZINES BY SUBSCRIPTION REVENUE

Overall

(All divisions)		% Chg. '83/'84	Sub. Rev. ($000)
1	PC World	175.7	2,619
2	PC	107.4	2,508
3	Family Circle	94.9	3,093
4	Compute!	82.3	3,280
5	Playbill	80.2	164
6	Video Review	74.8	3,687
7	Decision	66.7	10,000
8	VFW Magazine	62.4	2,945
9	American Health	62.3	6,354
10	Saturday Evening Post	52.9	7,152

Division One

(Over 2 mil. avg. sub. circ.)		% Chg. '83/'84	Sub. Rev. ($000)
1	Sports Illustrated	15.7	100,940
2	Better Homes and Gardens	15.0	69,052
3	Prevention	14.6	35,841
4	Modern Maturity	14.0	20,658
5	Consumer Reports	10.7	43,380
6	Time	10.3	183,741
7	Smithsonian	10.2	36,345
8	TV Guide	9.3	202,216
9	U.S.News & World Report	7.9	67,703
10	Good Housekeeping	2.6	45,466

Division Two

(1 - 2 mil. avg. sub. circ.)		% Chg. '83/'84	Sub. Rev. ($000)
1	Decision	66.7	10,000
2	VFW Magazine	62.4	2,945
3	Seventeen	28.7	16,257
4	Money	21.6	30,208
5	1,001 Home Ideas	16.1	17,042
6	Consumers Digest	15.0	9,381
7	Sunset	13.8	13,536
8	Golf Digest	12.3	12,823
9	People Weekly	9.5	39,427
10	Field & Stream	5.5	16,815

Division Three

(500,000 - 1 mil. avg. sub. circ.)		% Chg. '83/'84	Sub. Rev. ($000)
1	American Health	62.3	6,354
2	Saturday Evening Post	52.9	7,152
3	On Cable	49.1	9,946
4	Working Mother	40.9	5,978
5	Country Living	36.6	11,360
6	Omni	31.8	11,243
7	Rolling Stone	31.0	9,809
8	Signature	25.7	9,424
9	Car and Driver	18.9	6,112
10	The Sporting News	17.9	19,740

Division Four

(250,000 - 500,000 avg. sub. circ.)		% Chg. '83/'84	Sub. Rev. ($000)
1	Video Review	74.8	3,687
2	Personal Computing	42.2	6,124
3	Crafts Magazine	34.2	4,612
4	Endless Vacation	33.5	15,180
5	Cosmopolitan	25.4	4,859
6	Venture	25.2	2,763
7	Town & Country	23.0	5,200
8	Home	22.1	5,763
9	Success!	21.7	2,754
10	Soap Opera Digest	20.0	7,751

Division Five

(Less than 250,000 avg. sub. circ.)		% Chg. '83/'84	Sub. Rev. ($000)
1	PC World	175.7	2,619
2	PC	107.4	2,508
3	Family Circle	94.9	3,093
4	Compute!	82.3	3,280
5	Playbill	80.2	164
6	Woman's Day	50.7	906
7	National Examiner	36.1	140
8	National Lampoon	32.5	2,085
9	Creative Computing	30.3	3,317
10	Chicago	28.6	2,631

Figures are FOLIO estimates for the calendar year 1984.

FASTEST GROWING CONSUMER MAGAZINES BY NEWSSTAND REVENUE

Overall

(All divisions)		% Chg. '83/'84	Newsstand Rev. ($000)
1	Consumer Reports	102.5	3,452
2	Smithsonian	100.2	202
3	PC	77.0	3,909
4	Circus Magazine	63.7	9,985
5	AutoWeek	58.5	226
6	Moody Monthly	54.6	243
7	PC World	52.1	3,143
8	Crain's Chicago Business	40.7	160
9	Inc.	38.8	1,206
10	The Family Handyman	37.0	1,126

Division One

(Over 750,000 avg. news. circ.)		% Chg. '83/'84	Newsstand Rev. ($000)
1	Penthouse	17.9	141,199
2	Good Housekeeping	12.6	42,964
3	Mademoiselle	11.8	19,674
4	Woman's Day	6.1	87,219
5	Ladies' Home Journal	5.7	17,948
6	Cosmopolitan	5.2	61,588
7	Glamour	5.2	31,164
8	National Examiner	4.9	25,294
9	People Weekly	3.0	114,973
10	McCall's	1.5	13,696

Division Two

(400,000 - 750,000 avg. news. circ.)		% Chg. '83/'84	Newsstand Rev. ($000)
1	Circus Magazine	63.7	9,985
2	Soap Opera Digest	33.9	14,129
3	Us	20.7	17,937
4	Country Living	20.7	10,304
5	Life	18.1	20,273
6	Vogue	9.7	27,059
7	Seventeen	6.4	9,148
8	Redbook	5.6	11,875
9	Self	4.1	12,666
10	Harper's Bazaar	4.1	10,587

Division Three

(200,000 - 400,000 avg. news. circ.)		% Chg. '83/'84	Newsstand Rev. ($000)
1	Shape	36.7	8,621
2	Car and Driver	32.5	6,525
3	Money	24.2	8,939
4	Cheri	21.4	15,885
5	Bride's	14.3	6,986
6	Colonial Homes	13.5	3,836
7	Gentlemen's Quarterly	9.4	11,519
8	Forum	9.2	11,778
9	Essence	8.7	3,614
10	Modern Bride	8.1	6,148

Division Four

(100,000 - 200,000 avg. news. circ.)		% Chg. '83/'84	Newsstand Rev. ($000)
1	Consumer Reports	102.5	3,452
2	Crafts Magazine	34.2	3,271
3	Compute!	33.0	6,097
4	Sports Illustrated	25.3	11,913
5	4 Wheel & Off-Road	21.5	3,388
6	Weight Watchers Mag.	18.6	2,611
7	Our Sunday Visitor	18.4	3,757
8	Southern Living	15.5	3,943
9	Runner's World	10.9	3,976
10	Byte	9.2	4,829

Division Five

(Less than 100,000 avg. news. circ.)		% Chg. '83/'84	Newsstand Rev. ($000)
1	Smithsonian	100.2	202
2	PC	77.0	3,909
3	AutoWeek	58.5	226
4	Moody Monthly	54.6	243
5	PC World	52.1	3,143
6	Crain's Chicago Business	40.7	160
7	Inc.	38.8	1,206
8	The Family Handyman	37.0	1,126
9	American Health	34.2	1,111
10	Ms.	32.3	987

Figures are FOLIO estimates for the calendar year 1984.

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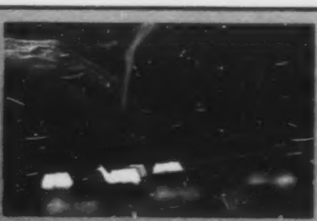


Webb
COMPANY

1999 Shepard Road
St. Paul, MN 55116

TECHNOLOGY PLUS

FASTEST GROWING CONSUMER MAGAZINES BY ADVERTISING PAGES

Overall

(All divisions)		% Chg. '83/'84	Ad Pages
1	American Health	57.5	405
2	Pan Am Clipper	48.9	754
3	50 Plus	35.4	420
4	Audio	34.7	987
5	The Economist U.S. Ed.	34.0	2,472
6	Home	33.6	610
7	Circus Magazine	33.3	481
8	Gentlemen's Quarterly	32.8	1,922
9	House & Garden	32.4	1,095
10	Venture	31.7	1,054

Division One

(Over $25 mil. ad revenue)		% Chg. '83/'84	Ad Pages
1	Gentlemen's Quarterly	32.8	1,922
2	PC	31.4	5,627
3	People Weekly	17.8	4,063
4	Harper's Bazaar	17.3	1,824
5	Travel & Leisure	16.9	1,304
6	Seventeen	13.9	1,496
7	Forbes	12.7	3,834
8	New York Times Magazine	11.7	4,736
9	Inc.	11.7	1,500
10	Vogue	11.4	3,466

Division Two

($10 - $25 mil. ad revenue)		% Chg. '83/'84	Ad Pages
1	The Economist U.S. Ed.	34.0	2,472
2	House & Garden	32.4	1,095
3	Venture	31.7	1,054
4	PC World	30.3	2,711
5	Country Living	25.0	796
6	Self	24.7	1,157
7	Metropolitan Home	20.0	880
8	Boating	18.6	1,591
9	Ski	17.6	888
10	United	16.8	1,357

Division Three

($5 - $10 mil. ad revenue)		% Chg. '83/'84	Ad Pages
1	Home	33.6	610
2	Frequent Flyer	27.5	705
3	1,001 Home Ideas	24.0	497
4	High Technology	18.1	411
5	High Fidelity	17.5	444
6	Motor Boating & Sailing	17.1	1,872
7	Nation's Business	16.8	432
8	California Magazine	15.2	834
9	Video	15.0	885
10	D	14.9	1,626

Division Four

($3 - $5 mil. ad revenue)		% Chg. '83/'84	Ad Pages
1	American Health	57.5	405
2	Pan Am Clipper	48.9	754
3	Audio	34.7	987
4	National Examiner	22.1	728
5	Weight Watchers Mag.	19.9	362
6	Ladycom	17.2	456
7	Texas Homes	11.1	931
8	San Diego Magazine	11.0	1,855
9	4 Wheel & Off-Road	10.2	889
10	Natural History	8.7	510

Division Five

(Less than $3 mil. ad revenue)		% Chg. '83/'84	Ad Pages
1	50 Plus	35.4	420
2	Circus Magazine	33.3	481
3	Shape	25.4	720
4	Our Sunday Visitor	21.0	378
5	Popular Hot Rodding	20.3	521
6	American Artist	17.7	921
7	Easyriders	17.4	250
8	Crafts Magazine	17.2	770
9	Petersen's Hunting	16.3	556
10	Christianity Today	14.1	781

Figures are Folio estimates for the calendar year 1984.

FASTEST GROWING CONSUMER MAGAZINES BY AVERAGE CIRCULATION

Overall

	(All divisions)	% Chg. '83/'84	Average Circ.
1	PC World	94.8	233,018
2	Circus Magazine	56.9	449,814
3	Compute!	42.1	345,147
4	Video Review	39.8	355,371
5	American Health	36.1	680,974
6	Crafts Magazine	31.5	498,255
7	InfoWorld	30.1	117,623
8	Country Living	29.6	1,251,870
9	PC	29.5	160,697
10	Personal Computing	26.7	545,682

Division One

	(Over 2 mil. avg. circ.)	% Chg. '83/'84	Average Circ.
1	Modern Maturity	14.0	10,329,119
2	Prevention	8.6	2,928,002
3	Consumer Reports	8.4	3,143,922
4	Sports Illustrated	7.8	2,668,678
5	Smithsonian	7.2	2,084,367
6	Guideposts	3.0	4,174,478
7	Parade	2.3	23,691,199
8	Southern Living	2.3	2,255,459
9	Glamour	2.2	2,273,431
10	Family Weekly	1.4	12,850,888

Divison Two

	(1 - 2 mil. avg. circ.)	% Chg. '83/'84	Average Circ.
1	Country Living	29.6	1,251,870
2	1,001 Home Ideas	13.2	1,520,818
3	Money	12.7	1,493,695
4	Consumers Digest	12.0	1,011,329
5	Seventeen	7.1	1,719,909
6	On Cable	5.7	1,261,166
7	Golf Digest	5.0	1,211,794
8	Vogue	4.5	1,163,962
9	Ebony	3.9	1,691,294
10	Highlights for Children	3.7	1,613,500

Division Three

	(500,000 - 1 mil. avg. circ.)	% Chg. '83/'84	Average Circ.
1	American Health	36.1	680,974
2	Personal Computing	26.7	545,682
3	Inc.	23.6	526,295
4	Working Woman	15.7	677,518
5	Health	15.6	998,267
6	Soap Opera Digest	15.6	820,633
7	Working Mother	15.0	518,009
8	The Sporting News	13.5	664,912
9	Food & Wine	12.2	549,622
10	Gentlemen's Quarterly	10.4	624,667

Division Four

	(250,000 - 500,000 avg. circ.)	% Chg. '83/'84	Average Circ.
1	Circus Magazine	56.9	449,814
2	Compute!	42.1	345,147
3	Video Review	39.8	355,371
4	Crafts Magazine	31.5	498,255
5	Shape	22.0	489,904
6	Endless Vacation	21.2	379,048
7	Video	18.5	279,219
8	Success!	16.6	293,409
9	4 Wheel & Off-Road	13.8	300,529
10	Americana	13.2	374,701

Division Five

	(Less than 250,000 avg. circ.)	% Chg. '83/'84	Average Circ.
1	PC World	94.8	233,018
2	InfoWorld	30.1	117,623
3	PC	29.5	160,697
4	Financial World	11.4	115,539
5	AutoWeek	10.9	143,160
6	The Blood-Horse	8.2	21,432
7	Spectrum	6.5	245,694
8	Boston Magazine	5.9	119,280
9	Army Times	4.9	132,515
10	The Economist U.S. Ed.	4.8	101,792

Figures are FOLIO estimates for the calendar year 1984.

FASTEST GROWING CONSUMER MAGAZINES BY AVG. SUBSCRIPTION CIRCULATION

Overall

(All divisions)		% Chg. '83/'84	Average Sub. Circ.
1	PC World	183.6	148,975
2	PC	92.4	107,691
3	Compute!	92.2	172,911
4	On Cable	91.3	936,535
5	Family Circle	77.9	226,784
6	Video Review	57.7	271,084
7	Playbill	53.1	10,932
8	American Health	43.6	619,225
9	National Examiner	41.1	11,004
10	Woman's Day	36.5	69,246

Division One

(Over 2 mil. avg. sub. circ.)		% Chg. '83/'84	Average Sub. Circ.
1	Modern Maturity	14.0	10,329,119
2	Prevention	8.9	2,793,763
3	Sports Illustrated	7.7	2,558,371
4	Smithsonian	7.0	2,076,879
5	Consumer Reports	6.8	2,991,714
6	TV Guide	6.2	8,621,147
7	Guideposts	3.0	4,174,478
8	Playboy	1.7	2,365,492
9	Southern Living	1.5	2,109,417
10	Newsweek	0.7	2,845,996

Division Two

(1 - 2 mil. avg. sub. circ.)		% Chg. '83/'84	Average Sub. Circ.
1	1,001 Home Ideas	13.9	1,488,973
2	Money	13.8	1,204,957
3	Seventeen	13.5	1,211,704
4	Consumers Digest	11.3	1,005,195
5	Golf Digest	6.0	1,117,283
6	Ebony	5.1	1,455,064
7	Highlights for Children	3.7	1,613,500
8	Popular Mechanics	3.3	1,344,689
9	Bon Appetit	2.5	1,147,925
10	VFW Magazine	2.3	1,851,136

Division Three

(500,000 - 1 mil. avg. sub. circ.)		% Chg. '83/'84	Average Sub. Circ.
1	On Cable	91.3	936,535
2	American Health	43.6	619,225
3	Country Living	35.1	811,524
4	Omni	34.6	508,665
5	Saturday Evening Post	18.2	560,018
6	The Sporting News	17.4	607,272
7	Working Mother	17.4	501,539
8	Working Woman	16.6	652,853
9	Health	15.8	995,839
10	Hot Rod	12.7	555,454

Division Four

(250,000 - 500,000 avg. sub. circ.)		% Chg. '83/'84	Average Sub. Circ.
1	Video Review	57.7	271,084
2	Personal Computing	34.9	478,576
3	Crafts Magazine	30.9	345,974
4	Inc.	24.0	492,800
5	Cosmopolitan	23.6	275,177
6	Endless Vacation	21.2	379,048
7	Success!	17.2	258,478
8	Americana	14.8	354,128
9	Venture	14.7	264,215
10	American Photographer	14.0	254,801

Division Five

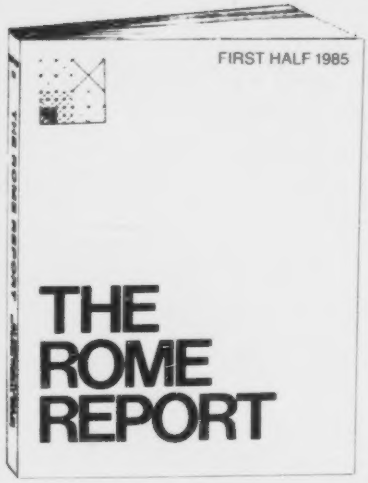
(Less than 250,000 avg. sub. circ.)		% Chg. '83/'84	Average Sub. Circ.
1	PC World	183.6	148,975
2	PC	92.4	107,691
3	Compute!	92.2	172,911
4	Family Circle	77.9	226,784
5	Playbill	53.1	10,932
6	National Examiner	41.1	11,004
7	Woman's Day	36.5	69,246
8	Easyriders	36.0	75,193
9	InfoWorld	34.8	108,038
10	National Lampoon	33.3	232,710

Figures are FOLIO estimates for the calendar year 1984.

Now available

FIRST HALF 1985

ROME REPORT



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     SAN DIEGO   CA
 ELECTRONIC BUSINESS     4.50   15300
 ELECTRONICS TEST        5.00   14420
 EVALUATION ENGINEER     4.50    8550
 QUALITY                 1.50    4050
                               42,320
DELTA DRILLING CO
     TYLER   TX
 DRILLING-DCW            7.00   12990
 OIL & GAS JOURNAL       1.00    2640
                               15,6
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FASTEST GROWING CONSUMER MAGAZINES BY AVG. NEWSSTAND CIRCULATION

Overall

	(All divisions)	% Chg. '83/'84	Avg. News. Circulation
1	Smithsonian	78.6	7,489
2	Circus Magazine	63.7	426,689
3	AutoWeek	58.5	3,472
4	Moody Monthly	54.6	11,068
5	Consumer Reports	52.2	152,208
6	Shape	36.7	368,440
7	Crafts Magazine	32.7	152,281
8	Home	31.9	83,315
9	The Family Handyman	27.6	64,353
10	Arizona Highways	27.2	44,663

Division One

	(Over 750,000 avg. news. circ.)	% Chg. '83/'84	Avg. News. Circulation
1	Ladies' Home Journal	5.7	997,135
2	Glamour	5.2	1,484,004
3	National Examiner	4.9	972,857
4	McCall's	1.5	760,869
5	Mademoiselle	1.4	849,474
6	People Weekly	1.2	1,756,651
7	Penthouse	0.2	3,286,764
8	Playboy	−3.1	1,844,332
9	Woman's Day	−4.8	6,607,480
10	TV Guide	−4.9	8,609,207

Division Two

	(400,000 - 750,000 avg. news. circ.)	% Chg. '83/'84	Avg. News. Circulation
1	Circus Magazine	63.7	426,689
2	Soap Opera Digest	25.8	434,738
3	Country Living	20.7	440,346
4	Vogue	8.3	741,748
5	Redbook	5.6	659,737
6	Harper's Bazaar	4.1	441,115
7	Gallery	−0.2	470,309
8	New Woman	−2.7	627,550
9	Better Homes and Gardens	−5.1	542,334
10	Club	−5.2	456,913

Division Three

	(200,000 - 400,000 avg. news. circ.)	% Chg. '83/'84	Avg. News. Circulation
1	Shape	36.7	368,440
2	Colonial Homes	13.5	213,107
3	Gentlemen's Quarterly	9.4	383,961
4	Money	8.3	288,738
5	Bride's	3.5	332,688
6	Rolling Stone	2.7	266,285
7	House Beautiful	2.2	271,403
8	Genesis	1.6	282,118
9	Car and Driver	0.7	241,679
10	Road & Track	0.4	264,867

Division Four

	(100,000 - 200,000 avg. news. circ.)	% Chg. '83/'84	Avg. News. Circulation
1	Consumer Reports	52.2	152,208
2	Crafts Magazine	32.7	152,281
3	Southern Living	15.5	146,042
4	Compute!	12.7	172,236
5	4 Wheel & Off-Road	10.7	147,034
6	Weight Watchers Mag.	10.7	145,070
7	Sports Illustrated	9.4	110,307
8	Town & Country	5.6	100,884
9	Esquire	3.7	129,767
10	Prevention	3.1	134,240

Division Five

	(Less than 100,000 avg. news. circ.)	% Chg. '83/'84	Avg. News. Circulation
1	Smithsonian	78.6	7,489
2	AutoWeek	58.5	3,472
3	Moody Monthly	54.6	11,068
4	Home	31.9	83,315
5	The Family Handyman	27.6	64,353
6	Arizona Highways	27.2	44,663
7	Christianity Today	25.1	1,698
8	Boston Magazine	22.4	23,164
9	Early American Life	22.0	39,171
10	Savvy	21.0	16,171

Figures are FOLIO estimates for the calendar year 1984.

CONSUMER NEWCOMERS

Ad Revenue

		$000
1	L.A. Times Home Magazine	20,387
2	Family Computing	6,162
3	Family/Stateside Ed.	4,918
4	M The Civilized Man	4,901
5	Connoisseur	4,619
6	California Business	4,561
7	Young Miss	4,432
8	Compute!'s Gazette	4,045
9	Quarter Horse Journal	3,751
10	Guitar Player	3,721
11	National Geo. Traveler	3,603
12	Southern Accents	2,719
13	Four Wheeler Magazine	2,492
14	Muscle & Fitness	2,100
15	Fins & Feathers	2,052
16	The Homeowner	1,848
17	Inside Sports	1,094
18	Better Living	350
19	Home Life	0
	Total	77,755

Ad Pages

1	Quarter Horse Journal	4,376
2	L.A. Times Home Magazine	1,435
3	Muscle & Fitness	1,280
4	California Business	1,089
5	Compute!'s Gazette	1,050
6	Four Wheeler Magazine	980
7	Guitar Player	918
8	M The Civilized Man	766
9	Connoisseur	702
10	Family Computing	696
11	Fins & Feathers	502
12	Family/Stateside Ed.	486
13	Southern Accents	484
14	Young Miss	386
15	Inside Sports	295
16	The Homeowner	260
17	National Geo. Traveler	212
18	Better Living	49
19	Home Life	0
	Total	15,966

Avg. Ad Pages/Copy

1	Quarter Horse Journal	365
2	Muscle & Fitness	107
3	California Business	91
4	Compute!'s Gazette	88
5	Four Wheeler Magazine	82
6	Southern Accents	81
7	Guitar Player	77
8	M The Civilized Man	64
9	Connoisseur	59
10	Family Computing	58
11	National Geo. Traveler	53
12	Fins & Feathers	42
13	Family/Stateside Ed.	41
14	Young Miss	39
15	L.A. Times Home Magazine	27
16	The Homeowner	26
17	Inside Sports	25
18	Better Living	12
19	Home Life	0

Avg. Edit. Pgs./Copy

1	Quarter Horse Journal	258
2	National Geo. Traveler	160
3	Guitar Player	145
4	Muscle & Fitness	117
5	Compute!'s Gazette	102
6	Four Wheeler Magazine	99
7	M The Civilized Man	93
8	Connoisseur	87
9	Southern Accents	87
10	California Business	80
11	Family Computing	72
12	Inside Sports	70
13	Home Life	64
14	Fins & Feathers	52
15	Young Miss	50
16	Family/Stateside Ed.	49
17	The Homeowner	49
18	L.A. Times Home Magazine	22
19	Better Living	12

Total Revenue

ad rev. + circ. rev.

		$000
1	L.A. Times Home Magazine	20,387
2	Muscle & Fitness	17,732
3	National Geo. Traveler	15,319
4	Young Miss	13,745
5	Compute!'s Gazette	11,375
6	Family Computing	10,884
7	Connoisseur	8,504
8	Fins & Feathers	8,503
9	Guitar Player	8,375
10	M The Civilized Man	7,342
11	The Homeowner	7,328
12	Inside Sports	6,574
13	Four Wheeler Magazine	6,370
14	Southern Accents	6,139
15	Better Living	5,843
16	California Business	5,317
17	Quarter Horse Journal	4,984
18	Family/Stateside Ed.	4,918
19	Home Life	4,863
	Total	174,502

Subscription Revenue

		$000
1	National Geo. Traveler	11,716
2	Young Miss	8,017
3	Better Living	5,493
4	Fins & Feathers	5,116
5	The Homeowner	5,070
6	Home Life	4,863
7	Connoisseur	3,232
8	Family Computing	3,020
9	Compute!'s Gazette	2,819
10	Southern Accents	2,327
11	Inside Sports	2,216
12	Muscle & Fitness	1,528
13	Guitar Player	1,462
14	Quarter Horse Journal	1,120
15	M The Civilized Man	1,080
16	Four Wheeler Magazine	693
17	California Business	676
18	Family/Stateside Ed.	0
19	L.A. Times Home Magazine	0
	Total	60,448

Newsstand Revenue

		$000
1	Muscle & Fitness	14,104
2	Compute!'s Gazette	4,511
3	Inside Sports	3,264
4	Guitar Player	3,193
5	Four Wheeler Magazine	3,184
6	Family Computing	1,702
7	M The Civilized Man	1,361
8	Fins & Feathers	1,335
9	Young Miss	1,295
10	Southern Accents	1,093
11	Connoisseur	653
12	The Homeowner	409
13	Quarter Horse Journal	113
14	California Business	80
15	Better Living	0
16	Family/Stateside Ed.	0
17	Home Life	0
18	L.A. Times Home Magazine	0
19	National Geo. Traveler	0
	Total	36,297

Avg. Total Pgs./Copy

ad pages + edit. pages

1	Quarter Horse Journal	622
2	Muscle & Fitness	223
3	Guitar Player	221
4	National Geo. Traveler	213
5	Compute!'s Gazette	189
6	Four Wheeler Magazine	181
7	California Business	170
8	Southern Accents	168
9	M The Civilized Man	156
10	Connoisseur	145
11	Family Computing	130
12	Inside Sports	95
13	Fins & Feathers	94
14	Family/Stateside Ed.	90
15	Young Miss	88
16	The Homeowner	75
17	Home Life	64
18	L.A. Times Home Magazine	49
19	Better Living	24

Average Circulation

1	L.A. Times Home Magazine	1,331,666
2	Better Living	1,098,568
3	National Geo. Traveler	937,254
4	Young Miss	796,331
5	Home Life	750,525
6	The Homeowner	639,621
7	Fins & Feathers	436,314
8	Muscle & Fitness	420,071
9	Family/Stateside Ed.	401,797
10	Family Computing	349,439
11	Inside Sports	287,487
12	Compute!'s Gazette	273,183
13	Connoisseur	234,319
14	Four Wheeler Magazine	187,826
15	Southern Accents	177,743
16	Guitar Player	167,446
17	M The Civilized Man	100,466
18	Quarter Horse Journal	83,783
19	California Business	56,735
	Total	8,730,574

Avg. Subscrip. Circ.

1	Better Living	1,098,568
2	National Geo. Traveler	937,254
3	Home Life	750,525
4	Young Miss	709,965
5	The Homeowner	612,337
6	Fins & Feathers	379,259
7	Family Computing	285,852
8	Connoisseur	216,173
9	Inside Sports	151,495
10	Compute!'s Gazette	133,309
11	Southern Accents	131,609
12	Quarter Horse Journal	80,027
13	Four Wheeler Magazine	76,334
14	M The Civilized Man	62,664
15	Guitar Player	61,025
16	California Business	53,583
17	Muscle & Fitness	52,776
18	Family/Stateside Ed.	0
19	L.A. Times Home Magazine	0
	Total	5,792,755

Avg. Newsstand Circ.

1	Muscle & Fitness	367,295
2	Compute!'s Gazette	139,874
3	Inside Sports	135,993
4	Four Wheeler Magazine	111,493
5	Guitar Player	106,421
6	Young Miss	86,366
7	Family Computing	63,587
8	Fins & Feathers	57,055
9	Southern Accents	46,135
10	M The Civilized Man	37,802
11	The Homeowner	27,285
12	Connoisseur	18,146
13	Quarter Horse Journal	3,756
14	California Business	3,152
15	Better Living	0
16	Family/Stateside Ed.	0
17	Home Life	0
18	L.A. Times Home Magazine	0
19	National Geo. Traveler	0
	Total	1,204,360

Figures are FOLIO estimates for the calendar year 1984.

CONSUMER MARKET PERFORMANCE SUMMARIES

Total Revenue

Rank 1984	Market Name	1984 Total Rev. ($000)
1	Newsmagazines	2,610,079
2	General Interest	2,536,627
3	Affluence A	1,546,942
4	Women's Service	1,413,986
5	Business & Financial	759,527
6	Home	736,156
7	Sports	664,178
8	Women's Lifestyles	619,850
9	Men's Lifestyles	473,158
10	Women-in-Business	444,304
11	Sunday Magazines	375,844
12	City & Regional	365,856
13	Women's Fashion	341,275
14	Affluence B	248,698
15	Lifestyles	238,310
16	Personal Finance & Management	227,851
17	Computing	211,399
18	Automotive	210,115
19	Science & Nature	189,893
20	Men's Service	169,326
21	Youth & Teen	167,668
22	Outdoor	152,487
23	Black	128,949
24	Health & Fitness	128,414
25	Travel	107,527
26	Culinary	80,063
27	Home Entertainment	69,552
28	Bridal	54,925
29	Inflight	54,312
30	Maturity	52,402

Advertising Revenue

Rank 1984	Market Name	1984 Ad Rev. ($000)
1	Newsmagazines	1,485,784
2	General Interest	1,002,201
3	Affluence A	998,259
4	Women's Service	794,660
5	Business & Financial	580,164
6	Sports	416,568
7	Home	414,928
8	Sunday Magazines	375,844
9	Women's Lifestyles	329,668
10	Women-in-Business	265,039
11	City & Regional	249,968
12	Women's Fashion	223,097
13	Affluence B	179,576
14	Men's Lifestyles	145,003
15	Computing	141,363
16	Automotive	121,976
17	Lifestyles	117,609
18	Personal Finance & Management	94,175
19	Men's Service	91,032
20	Outdoor	83,296
21	Science & Nature	73,735
22	Black	65,010
23	Inflight	54,312
24	Youth & Teen	50,045
25	Travel	46,098
26	Culinary	43,793
27	Bridal	41,024
28	Home Entertainment	38,422
29	Health & Fitness	36,576
30	Maturity	24,923

Advertising Pages

Rank 1984	Market Name	1984 Ad Pages
1	Affluence A	41,887
2	Affluence B	31,831
3	City & Regional	29,162
4	Business & Financial	28,416
5	General Interest	27,331
6	Lifestyles	25,721
7	Sports	23,389
8	Computing	23,062
9	Newsmagazines	20,803
10	Home	18,812
11	Women's Lifestyles	17,201
12	Women's Service	16,853
13	Automotive	10,518
14	Women's Fashion	10,467
15	Women-in-Business	9,056
16	Sunday Magazines	7,504
17	Men's Lifestyles	6,562
18	Inflight	6,345
19	Outdoor	5,551
20	Science & Nature	4,983
21	Personal Finance & Management	4,917
22	Men's Service	4,799
23	Health & Fitness	4,083
24	Black	3,852
25	Home Entertainment	3,727
26	Bridal	3,499
27	Youth & Teen	3,190
28	Travel	2,692
29	Culinary	2,617
30	Maturity	958

Average Circulation

Rank 1984	Market Name	1984 Avg.Circ.
1	General Interest	74,578,070
2	Women's Service	51,434,725
3	Sunday Magazines	39,417,075
4	Newsmagazines	34,241,100
5	Affluence A	31,041,691
6	Home	26,204,426
7	Women's Lifestyles	17,080,125
8	Maturity	12,495,419
9	Women-in-Business	11,525,431
10	Sports	10,904,250
11	Men's Lifestyles	10,366,817
12	Youth & Teen	9,446,998
13	Men's Service	8,491,900
14	City & Regional	8,377,754
15	Lifestyles	8,324,172
16	Business & Financial	7,891,328
17	Personal Finance & Management	7,623,064
18	Science & Nature	6,548,094
19	Health & Fitness	6,367,087
20	Automotive	5,933,180
21	Outdoor	5,908,279
22	Women's Fashion	5,568,541
23	Affluence B	4,476,936
24	Travel	3,813,180
25	Black	3,488,781
26	Computing	3,045,804
27	Home Entertainment	3,024,102
28	Culinary	2,510,211
29	Inflight	1,744,743
30	Bridal	701,983

(Continued on page 86)

Figures are FOLIO estimates for the calendar year 1984.

MEDIA KITS AND PRESENTATION FOLDERS WITH AN IMPORTANT DIFFERENCE.

The Corporate Binders difference. We're presentation packaging specialists. Laminated media kits, presentation folders, sales boxes, posters and p.o.p. in standard and custom formats. Precision design and engineering. Outstanding printing quality. Gloss and linen-finish lamination. And no litho crack — ever. Call for samples and a complimentary planning kit.

CorporateBinders

Presentation packaging specialists
(800) 247-8194
P.O. Box 1413 Des Moines, Iowa 50305

Gordon Publications, Inc.

has been acquired by

Elsevier U.S. Holdings, Inc.

for

$38,000,000

We acted as financial advisor to and assisted in the negotiations as the representative of Gordon Publications, Inc.

June 1985

VERONIS, SUHLER & ASSOCIATES INC.

Investment bankers to the communications, entertainment, media and information industries

515 Madison Avenue, New York, New York 10022 (212) 935-4990

WICS-TV, INC.

a corporation owned by

Reliance Group Holdings, Inc.,
Steven J. Kumble and Henry R. Silverman

has sold the assets and license of

WICS-TV

the NBC affiliate serving Springfield, Illinois

to

Guy Gannett Publishing Co.

We acted as financial advisor to and assisted in the negotiations as the representative of WICS-TV, Inc.

March 1985

VERONIS, SUHLER & ASSOCIATES INC.

Investment bankers to the communications, entertainment, media and information industries

515 Madison Avenue, New York, New York 10022 (212) 935-4990

VNU Amvest, Inc.

a subsidiary of

VNU (United Dutch Publishing Companies)

Holland's largest publisher

has acquired a substantial minority interest in

Neasi-Weber Inc.

owner of ADMARC, a leading magazine and newspaper advertising sales administrative and management information billing service

We initiated the transaction, acted as financial advisor to, and assisted in the negotiations as the representative of VNU Amvest, Inc.

May 1985

VERONIS, SUHLER & ASSOCIATES INC.

Investment bankers to the communications, entertainment, media and information industries

515 Madison Avenue, New York, New York 10022 (212) 935-4990

Institutional Investor, Inc.

has been acquired by

Capital Cities Communications, Inc.

We acted as financial advisor to and assisted in the negotiations as the representative of Institutional Investor, Inc.

August 1984

VERONIS, SUHLER & ASSOCIATES INC.

Investment bankers to the communications, entertainment, media and information industries

515 Madison Avenue, New York, New York 10022 (212) 935-4990

Lois, Pitts, Gershon, Inc. and LPG/PON

New York Advertising Agencies

have merged with

GGK New York Ltd.

a subsidiary of

GGK Holding AG

an international advertising agency group

We acted as financial advisor to and assisted in the negotiations as the representative of Lois, Pitts, Gershon, Inc. and LPG/PON.

January 1985

VERONIS, SUHLER & ASSOCIATES INC.

Investment bankers to the communications, entertainment, media and information industries

515 Madison Avenue, New York, New York 10022 (212) 935-4990

Interactive Market Systems (IMS)

a business information company

has acquired

Perq Corporation, Inc.

a specialized marketing information and computer services company serving the medical advertising market

We initiated the transaction, acted as financial advisor to, and assisted in the negotiations as the representative of Interactive Market Systems.

September 1984

VERONIS, SUHLER & ASSOCIATES INC.

Investment bankers to the communications, entertainment, media and information industries

515 Madison Avenue, New York, New York 10022 (212) 935-4990

Continental Telecom Inc.

has sold its subsidiary

Mast Advertising and Publishing, Inc.

publisher of Yellow Page Directories

to

Southwestern Bell Corporation

for

$120,000,000.

We acted as financial advisor to and assisted in the negotiations as the representative of Continental Telecom Inc.

August 1985

VERONIS, SUHLER & ASSOCIATES INC.

Investment bankers to the communications, entertainment, media and information industries

515 Madison Avenue, New York, New York 10022 (212) 935-4990

United Newspapers plc

has acquired

Miller Freeman Publications, Inc.

We initiated the transaction, acted as financial advisor to, and assisted in the negotiations as the representative of United Newspapers plc

January 1985

VERONIS, SUHLER & ASSOCIATES INC.

Investment bankers to the communications, entertainment, media and information industries

515 Madison Avenue, New York, New York 10022 (212) 935-4990

Houston Home & Garden &
Dallas/Ft. Worth Home & Garden Magazines

published by

Bayland Publishing, Inc.

have been acquired by

City Home Publishing, Inc.

a newly formed company owned by

Benchmark Communications, Inc. and
Meredith Corporation

We initiated the transaction, acted as financial advisor to, and assisted in the negotiations as the representative of Bayland Publishing, Inc.

September 1984

VERONIS, SUHLER & ASSOCIATES INC.

Investment bankers to the communications, entertainment, media and information industries

515 Madison Avenue, New York, New York 10022 (212) 935-4990

MCP, Inc.

a regional business newspaper publisher
has sold the assets of

New York CityBusiness

to

Crain Communications, Inc.

We initiated the transaction, acted as financial advisor to, and assisted in the negotiations as the representative of MCP, Inc.

August 1985

VERONIS, SUHLER & ASSOCIATES INC.

Investment bankers to the communications, entertainment, media and information industries

515 Madison Avenue, New York, New York 10022 (212) 935-4990

The assets of

Celebrity Service Inc.

an information service about celebrities in the entertainment industry

have been acquired by

Bagley-Venetoulis Communications Company

We initiated the transaction, acted as financial advisor to, and assisted in the negotiations as the representative of Celebrity Service Inc.

April 1985

VERONIS, SUHLER & ASSOCIATES INC.

Investment bankers to the communications, entertainment, media and information industries

515 Madison Avenue, New York, New York 10022 (212) 935-4990

Odyssey Partners

has acquired

Television Station WPCQ

the NBC network affiliate in Charlotte, North Carolina

from

Group W Television,

a subsidiary of

Westinghouse Electric Corporation

We initiated the transaction, acted as financial advisor to, and assisted in the negotiations as the representative of Odyssey Partners.

February 1985

VERONIS, SUHLER & ASSOCIATES INC.

Investment bankers to the communications, entertainment, media and information industries

515 Madison Avenue, New York, New York 10022 (212) 935-4990

CONSUMER MARKET PERFORMANCE SUMMARIES

Continued

Subscription Revenue

Rank 1984	Market Name	1984 Sub. Rev. ($000)
1	General Interest	780,626
2	Newsmagazines	711,713
3	Affluence A	492,766
4	Women's Service	313,994
5	Home	262,767
6	Sports	187,323
7	Business & Financial	159,915
8	Personal Finance & Management	111,209
9	Women's Lifestyles	106,761
10	City & Regional	95,894
11	Science & Nature	90,657
12	Youth & Teen	89,266
13	Lifestyles	86,016
14	Men's Lifestyles	71,775
15	Men's Service	63,051
16	Health & Fitness	62,925
17	Travel	61,010
18	Women-in-Business	60,210
19	Affluence B	55,817
20	Outdoor	51,291
21	Black	42,925
22	Automotive	36,607
23	Computing	36,440
24	Culinary	29,210
25	Women's Fashion	28,505
26	Maturity	27,477
27	Home Entertainment	24,313
28	Bridal	768
29	Inflight	0
30	Sunday Magazines	0

Average Subscription Circulation

Rank 1984	Market Name	1984 Avg. Sub.Circ.
1	General Interest	50,248,969
2	Women's Service	30,806,640
3	Affluence A	27,615,173
4	Home	23,647,191
5	Newsmagazines	22,941,217
6	Maturity	12,495,419
7	Sports	9,138,902
8	Women's Lifestyles	8,111,766
9	Youth & Teen	7,890,548
10	Men's Service	7,651,557
11	Lifestyles	7,108,642
12	Personal Finance & Management	6,999,100
13	Business & Financial	6,859,550
14	City & Regional	6,643,147
15	Women-in-Business	6,122,621
16	Science & Nature	5,575,026
17	Health & Fitness	5,287,867
18	Outdoor	5,076,576
19	Men's Lifestyles	3,889,330
20	Travel	3,796,750
21	Automotive	3,672,768
22	Black	2,844,004
23	Affluence B	2,735,985
24	Home Entertainment	2,397,840
25	Culinary	2,211,749
26	Computing	2,172,168
27	Women's Fashion	2,029,333
28	Bridal	76,547
29	Inflight	0
30	Sunday Magazines	0

Newsstand Revenue

Rank 1984	Market Name	1984 News. Rev. ($000)
1	General Interest	753,801
2	Newsmagazines	412,582
3	Women's Service	305,330
4	Men's Lifestyles	256,381
5	Women's Lifestyles	183,421
6	Women-in-Business	119,053
7	Women's Fashion	89,673
8	Sports	60,282
9	Home	58,462
10	Affluence A	55,918
11	Automotive	51,529
12	Lifestyles	34,683
13	Computing	33,597
14	Health & Fitness	28,912
15	Youth & Teen	28,357
16	Science & Nature	25,501
17	Personal Finance & Management	22,468
18	Black	21,011
19	City & Regional	19,989
20	Business & Financial	19,450
21	Outdoor	17,899
22	Men's Service	15,243
23	Affluence B	13,302
24	Bridal	13,134
25	Culinary	7,060
26	Home Entertainment	6,818
27	Travel	418
28	Inflight	0
29	Maturity	0
30	Sunday Magazines	0

Average Newsstand Circulation

Rank 1984	Market Name	1984 Avg. News. Circ.
1	General Interest	24,004,474
2	Women's Service	19,742,680
3	Newsmagazines	10,997,381
4	Women's Lifestyles	7,177,756
5	Men's Lifestyles	6,477,488
6	Women-in-Business	5,402,810
7	Women's Fashion	3,539,208
8	Home	2,557,242
9	Automotive	2,260,414
10	Sports	1,765,351
11	Affluence A	1,566,285
12	Youth & Teen	1,556,450
13	Lifestyles	1,215,530
14	Health & Fitness	1,079,222
15	Science & Nature	962,658
16	Computing	861,082
17	Men's Service	840,347
18	Outdoor	831,705
19	City & Regional	755,584
20	Black	644,777
21	Bridal	625,436
22	Personal Finance & Management	623,965
23	Business & Financial	436,794
24	Affluence B	427,270
25	Home Entertainment	301,632
26	Culinary	298,462
27	Travel	16,431
28	Inflight	0
29	Maturity	0
30	Sunday Magazines	0

Figures are FOLIO estimates for the calendar year 1984.

EVEN TOUGH CUSTOMERS WON'T BELIEVE SEPARATIONS ARE THE PROBLEM.

This financial officer's annual report showed the company solidly in the black. But to look at the rest of the report, you'd think the company was well in the red. The corporate executives looked pink as choirboys, and most of the other people, plant and artwork showed a lot of red ink, too.

"You can't get decent help these days!" he said, blaming his assistants, the designers, photographer, printer and production schedule—everything but his color separations which were really to blame.

We suggested that next time he unbundle the transparancies from the rest of the production package and let CM&H handle the separations.

We're solid professionals. At your office, the person you do business with represents the combined wisdom and experience of...(over please)

CUSTOMERS ARE THRILLED BY OUR SEPARATIONS.

...more than 200 professionals; at our shop, that person represents you.

We can work with your photographers to help minimize retouching and produce quality separations. With your designer to help make the concepts come true. With your production people to help them deal with roadblocks and stumbling blocks.

And now that our tough customer took control of his separations, he isn't such a tough customer anymore.

"It's still hard to get good help," he says. "But you guys are damn good."

Collins, Miller
& Hutchings, Inc.
333 W. Lake Street
Chicago, IL 60606
312-372-5854,
1-800-621-1448.

CM&H

A Techtron Graphic Arts Company

Photography: Lamb & Hall

Affluence A
Market Highlights

CIRCULATION:

MARKET ENRICHES CIRCULATION: SMALLER BOOKS SCORE BIGGEST GAINS

Market "A" contains affluent-aimed books with 300,000 plus circulation. Giant book *National Geographic* (10,229,652) is tops in average circ, but *Inc.* leads market in circ gains versus 1983 (up 23.6%) and *Endless Vacation* is just off the pace at 21.2%. Subs account for 89% of this market's total circulation, and *Inc.* and *EV* again rank number one and number two in sub growth. But *Smithsonian* posts a number one single-copy increase of 78.6%.

AD PAGES:

BOOKS CARRY 3,000 MORE AD PAGES IN '84

Ad page totals show a wide spread, from number one *BusinessWeek* at 4,972 pages to the number 27 book at 48 pages. Among the top five books in total pages, only *Forbes* made the top-five list in page gains vs. 1983, at number five with a 12.7% increase. Most of the eight books boosting pages in the double digits fall into the small-to-medium page range. *Home* leads the ad-page charge, up 33.6%.

REVENUE:

ALL BOOKS GAIN, 17 BY 10% OR MORE

Total revenue for 17 of the 27 titles rises in the double digits, and 22 books report double-digit ad revenue increases. The top three revenue books, *BusinessWeek*, *Fortune* and *Forbes*, join titles in the 10%-plus club. *Smithsonian* matches its newsstand revenue growth of last year with a dramatic leap (100.2%) in single-copy dollars. *Home* tops all ad dollar boosts with a 57% gain.

32 AFFLUENCE A
Market Analysis

THE HEARST GOLD BUY

Where consumers find a wealth of products.
Where advertisers find a wealth of consumers.

Advertisers looking to reach wealthy consumers should advertise where wealthy consumers go looking. The Hearst Gold Buy provides one of the most powerful print media plans available, targeted to sell the nation's big spenders. Nearly 50% of all households with incomes of $100,000 or more can be reached with only six ads in each of our Gold Buy magazines. And your media dollars go further to reach them—you can qualify for savings with as few as three pages in any three magazines, or one page in any five.

You'll find the nation's wealthy consumers when you go where they look.
Contact Michelle Berman, 212/541-5720.

Source: Monroe Mendelsohn, 1984

BAZAAR
Colonial Homes
CONNOISSEUR
HOUSE BEAUTIFUL
MOTOR BOATING & SAILING
TOWN & COUNTRY

PUBLICATIONS OF HEARST MAGAZINES, A DIVISION OF THE HEARST CORPORATION.

© 1985 THE HEARST CORPORATION.

AFFLUENCE A

Ad Pages

1	BusinessWeek	4,972
2	New York Times Magazine	4,736
3	Forbes	3,834
4	The New Yorker	3,539
5	Fortune	3,486
6	New York	2,944
7	Town & Country	1,903
8	Architectural Digest	1,601
9	Money	1,516
10	Inc.	1,500
11	Eastern Review	1,372
12	Travel & Leisure	1,304
13	Bon Appetit	1,116
14	House & Garden	1,095
15	Golf Digest	1,087
16	Smithsonian	1,012
17	Gourmet	995
18	Signature	682
19	Home	610
20	Changing Times	535
21	Food & Wine	506
22	Colonial Homes	414
23	High Technology	411
24	National Geographic	282
25	National Geo. Traveler	212
26	Hadassah Magazine	175
27	Endless Vacation	48
	Total	41,887

% Chg. Ad Pages

1984 vs. 1983

		%
1	Home	33.6
2	House & Garden	32.4
3	High Technology	18.1
4	Travel & Leisure	16.9
5	Forbes	12.7
6	Inc.	11.7
7	New York Times Magazine	11.7
8	Bon Appetit	10.0
9	Eastern Review	9.8
10	Colonial Homes	7.7
11	Smithsonian	7.7
12	Fortune	7.4
13	Food & Wine	7.3
14	BusinessWeek	7.1
15	National Geographic	6.9
16	Gourmet	6.7
17	Money	6.0
18	Town & Country	5.0
19	Changing Times	4.5
20	Golf Digest	2.7
21	Architectural Digest	2.6
22	Signature	2.1
23	New York	0.8
24	Endless Vacation	ne
25	National Geo. Traveler	ne
26	The New Yorker	−2.8
27	Hadassah Magazine	−7.9

Net Chg. Ad Pages

1984 vs. 1983

1	New York Times Magazine	496
2	Forbes	433
3	BusinessWeek	331
4	House & Garden	268
5	Fortune	240
6	Travel & Leisure	189
7	Inc.	157
8	Home	153
9	Eastern Review	122
10	Bon Appetit	101
11	Town & Country	90
12	Money	86
13	Smithsonian	72
14	High Technology	63
15	Gourmet	62
16	Endless Vacation	48
17	Architectural Digest	41
18	Food & Wine	35
19	Colonial Homes	30
20	Golf Digest	28
21	New York	25
22	Changing Times	23
23	National Geographic	18
24	Signature	14
25	National Geo. Traveler	ne
26	Hadassah Magazine	−15
27	The New Yorker	−103
	Total	3,007

Avg. Ad Pages/Copy

1	Town & Country	159
2	Fortune	134
3	Architectural Digest	133
4	Forbes	132
5	Money	126
6	Inc.	125
7	Eastern Review	114
8	Travel & Leisure	109
9	BusinessWeek	96
10	Bon Appetit	93
11	Golf Digest	91
12	House & Garden	91
13	New York Times Magazine	91
14	Smithsonian	84
15	Gourmet	83
16	Colonial Homes	69
17	The New Yorker	68
18	New York	59
19	Signature	57
20	National Geo. Traveler	53
21	Home	51
22	Changing Times	45
23	Food & Wine	42
24	High Technology	34
25	National Geographic	24
26	Hadassah Magazine	18
27	Endless Vacation	8

▶

n/a = not applicable
ne = not estimated

Impressive income!
Every day!

USA TODAY readers are more likely to have higher incomes—$50,000 + — than readers of Time and Newsweek. And you can reach these well-heeled readers every day in USA TODAY!

The Advertising Might of USA TODAY

THE NATION'S NEWSPAPER
USA TODAY
VIA SATELLITE

It works every day!

Source: SMRB 1985

Figures are Folio estimates for the calendar year 1984.

AFFLUENCE A

Continued

Ad Revenue

		$000
1	BusinessWeek	184,782
2	Fortune	111,679
3	New York Times Magazine	111,036
4	Forbes	109,729
5	The New Yorker	60,167
6	Money	56,953
7	Inc.	34,991
8	New York	33,865
9	Golf Digest	32,923
10	Smithsonian	30,726
11	National Geographic	30,004
12	Architectural Digest	27,765
13	Travel & Leisure	27,528
14	Town & Country	27,049
15	Bon Appetit	24,101
16	House & Garden	18,903
17	Gourmet	13,915
18	Changing Times	12,802
19	Eastern Review	10,599
20	Signature	9,160
21	Home	7,301
22	Colonial Homes	6,365
23	Food & Wine	5,777
24	High Technology	5,177
25	National Geo. Traveler	3,603
26	Hadassah Magazine	1,150
27	Endless Vacation	209
	Total	**998,259**

% Chg. Ad Revenue

	1984 vs. 1983	%
1	Home	57.0
2	House & Garden	46.4
3	inc.	39.1
4	Money	35.1
5	Forbes	29.9
6	Travel & Leisure	25.9
7	High Technology	25.7
8	Town & Country	24.7
9	New York Times Magazine	21.8
10	Colonial Homes	21.5
11	Smithsonian	19.6
12	Food & Wine	18.8
13	Gourmet	18.4
14	BusinessWeek	18.3
15	Bon Appetit	17.1
16	Eastern Review	16.5
17	Golf Digest	16.1
18	Signature	15.3
19	Fortune	15.1
20	Architectural Digest	12.6
21	Hadassah Magazine	11.2
22	Changing Times	10.8
23	National Geographic	9.6
24	New York	5.3
25	The New Yorker	5.2
26	Endless Vacation	ne
27	National Geo. Traveler	ne

Net Chg. Ad Revenue

	1984 vs. 1983	$000
1	BusinessWeek	28,574
2	Forbes	25,270
3	New York Times Magazine	19,855
4	Money	14,806
5	Fortune	14,673
6	Inc.	9,833
7	House & Garden	5,990
8	Travel & Leisure	5,655
9	Town & Country	5,365
10	Smithsonian	5,028
11	Golf Digest	4,555
12	Bon Appetit	3,518
13	Architectural Digest	3,110
14	The New Yorker	2,958
15	Home	2,652
16	National Geographic	2,638
17	Gourmet	2,158
18	New York	1,709
19	Eastern Review	1,499
20	Changing Times	1,246
21	Signature	1,216
22	Colonial Homes	1,125
23	High Technology	1,058
24	Food & Wine	914
25	Endless Vacation	209
26	Hadassah Magazine	116
27	National Geo. Traveler	ne
	Total	**165,730**

Avg. Edit. Pgs./Copy

1	National Geo. Traveler	160
2	National Geographic	144
3	House & Garden	132
4	Colonial Homes	117
5	Town & Country	108
6	Gourmet	107
7	Forbes	103
8	Smithsonian	98
9	Travel & Leisure	97
10	New York	89
11	Golf Digest	84
12	Home	84
13	Inc.	74
14	Bon Appetit	72
15	Eastern Review	71
16	BusinessWeek	70
17	The New Yorker	69
18	Signature	58
19	Changing Times	56
20	Endless Vacation	56
21	High Technology	55
22	Food & Wine	48
23	New York Times Magazine	46
24	Hadassah Magazine	24
25	Architectural Digest	ne
26	Fortune	ne
27	Money	ne

►

n/a = not applicable
ne = not estimated

MAGAZINE PROFILES

Architectural Digest

Knapp Communications Corporation
5900 Wilshire Blvd.
Los Angeles, CA 90036
(213) 937-4740
Year founded: 1920
Published: Monthly

Publisher: Thomas P. Losee, Jr.
Advertising Director: R. Jeffrey Petersen

Editorial Description: Architectural Digest showcases residences throughout the world. Regular features focus on the fine arts, antiques, architecture and international properties. Architectural Digest appeals to those readers who travel often, entertain frequently and buy the highest quality fashions and fragrances.

Member: ABC

Primary SRDS Classification No. 24

Bon Appetit

Bon Appetit Publishing Corporation
2 Grand Central Tower
140 East 45th Street
New York, NY 10017
(212) 687-1255
Published: Monthly

Publisher: Robert S. Phelps
Advertising Director: George B. Dippy
Other key contacts: Mark Davis, Eastern Manager; Robert J. Nordloh, Midwestern; Richard J. Splittorf, Western

Editorial Description: Bon Appetit is edited for food enthusiasts. Stressing the connection between food and people, the editorial focus is on recipes, wine and spirits, and travel to destinations of epicurean interest. Features include a variety of cooking and entertaining ideas with precise instructions for readers at all skill levels. The editorial mix provides approaches developed by both food enthusiasts and professionals. Five monthly columns are based on recipes and food and wine queries contributed by readers themselves. The lifestyle of this intensely involved, affluent audience puts them in the vanguard of quality consumers.

Member: ABC

Primary SRDS Classification No. 18

BusinessWeek

McGraw-Hill Publications Company
1221 Avenue of the Americas
New York, NY 10020
(212) 512-2000
Published: 51x per year

Publisher: John W. Patten
Advertising Director: Mark Dacey
Other key contacts: A.C. Lynch, Business Director

Editorial Description: BusinessWeek is published for management. Each week it reports the news, the ideas and the trends that have an impact on the economy or on an industry—or that can provide new insights for the business executive in the operation of his own business. Featured departments include Management, Marketing, Labor, Technology, Wall Street, Finance, Transportation, New Products, Government, Research, The Markets, International Business, Business Outlook, International Outlook, Washington Outlook, Figures of the Week, Books, Cities, Names and Faces and Ideas and Trends.

Member: ABC

Primary SRDS Classification No. 8

Changing Times

The Kiplinger Washington Editors, Inc.
220 East 42nd Street, Suite 3010
New York, NY 10017
(212) 599-0454
Year founded: 1947
Published: Monthly

Publisher: Nicholas H. Niles
Advertising Director: John T. Abbott
Other key contacts: Peter Van Leight, Marketing Director

Editorial Description: Changing Times provides practical information about ways to maximize current assets and anticipate opportunities in an increasingly complex world. Changing Times features updates on new and existing products and services and provides information on investments, insurance, taxes, home ownership, recreation, education, automobiles, health care and career and retirement planning. Regular editorial departments cover the economic outlook, jobs, travel and recreation, books, home improvement and maintenance, things to write for and answers to readers' questions.

Member: ABC

Primary SRDS Classification No. 22

Figures are Folio estimates for the calendar year 1984.

THE NEVADA SCHOOL OF ACTING.

Yesterday, at the laundromat, a man I didn't know asked me to wash his clothes.

"Maybe he thought you worked there," my mother, Val, says.

"No, he didn't," I tell Val. We're talking about this while we're eating lunch with my brother Sonny and his girlfriend, Irene. Sonny just got out of the Southern Nevada Correctional Center—he was in for six months for robbing a supermarket.

"He could have thought you were someone else, Sherri, or maybe he was crazy," Irene says. "Maybe he asks people to wash his clothes all the time."

"Has anyone ever asked you that?" I say.

"Only Sonny," Irene says.

"Sweetheart," Val says, "this isn't something to cry about, is it?"

I blow my nose into my napkin. I'm embarrassed to be crying in front of Sonny and Irene. "I'd just like to know what it is about my looks that makes strangers think I'd do their laundry," I say.

My mother puts her arms around me. She is a normal-sized person, and I weigh eighty-two pounds.

"I developed late, too," Val tells me, "but I survived it. I studied hard in school and waited for my body to change, and then I got married."

"I studied hard in school and then I got into trouble," Sonny says.

Val takes off her glasses and looks at him. "Sometime I'd like to pin you down on this, Sonny," she says, "and find out what went wrong."

"Somebody called the police," Sonny says.

From a short story by Judy Troy that appeared in a recent issue of The New Yorker. Yes, The New Yorker.

YES, THE NEW YORKER

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AFFLUENCE A

Continued

Average Circulation

1	National Geographic	10,229,652
2	Smithsonian	2,084,367
3	New York Times Magazine	1,543,322
4	Money	1,493,695
5	Changing Times	1,400,571
6	Bon Appetit	1,301,137
7	Golf Digest	1,211,794
8	Travel & Leisure	949,311
9	National Geo. Traveler	937,254
10	BusinessWeek	856,953
11	Signature	787,697
12	Forbes	726,232
13	Fortune	710,022
14	Gourmet	659,452
15	Colonial Homes	620,990
16	Architectural Digest	601,048
17	Home	578,788
18	House & Garden	563,459
19	Food & Wine	549,622
20	Inc.	526,295
21	The New Yorker	500,534
22	New York	436,779
23	Town & Country	404,336
24	Endless Vacation	379,048
25	Hadassah Magazine	366,921
26	Eastern Review	316,913
27	High Technology	305,499
	Total	**31,041,691**

% Chg. Avg. Circ.

	1984 vs. 1983	%
1	Inc.	23.6
2	Endless Vacation	21.2
3	Money	12.7
4	Food & Wine	12.2
5	Town & Country	11.7
6	Home	9.8
7	Signature	9.4
8	Smithsonian	7.2
9	Gourmet	5.3
10	Golf Digest	5.0
11	Colonial Homes	3.7
12	Hadassah Magazine	3.6
13	Eastern Review	3.2
14	New York Times Magazine	3.0
15	New York	2.3
16	Travel & Leisure	2.1
17	Fortune	2.0
18	Forbes	0.9
19	BusinessWeek	0.5
20	Bon Appetit	0.0
21	National Geo. Traveler	ne
22	Architectural Digest	−0.1
23	The New Yorker	−1.5
24	Changing Times	−2.0
25	National Geographic	−2.2
26	High Technology	−10.5
27	House & Garden	−14.7

Net Chg. Avg. Circ.

	1984 vs. 1983	
1	Money	168,144
2	Smithsonian	139,799
3	Inc.	100,440
4	Signature	67,662
5	Endless Vacation	66,244
6	Food & Wine	59,698
7	Golf Digest	58,179
8	Home	51,471
9	New York Times Magazine	44,449
10	Town & Country	42,351
11	Gourmet	32,925
12	Colonial Homes	22,396
13	Travel & Leisure	19,301
14	Fortune	13,685
15	Hadassah Magazine	12,656
16	Eastern Review	9,907
17	New York	9,752
18	Forbes	6,793
19	BusinessWeek	4,132
20	Bon Appetit	643
21	National Geo. Traveler	ne
22	Architectural Digest	−846
23	The New Yorker	−7,724
24	Changing Times	−28,088
25	High Technology	−35,666
26	House & Garden	−97,351
27	National Geographic	−226,405
	Total	**534,547**

Avg. Total Pgs./Copy

	ad pages + edit. pages	
1	Town & Country	266
2	Forbes	236
3	House & Garden	223
4	National Geo. Traveler	213
5	Travel & Leisure	206
6	Inc.	199
7	Gourmet	190
8	Colonial Homes	186
9	Eastern Review	185
10	Smithsonian	182
11	Golf Digest	174
12	National Geographic	167
13	BusinessWeek	166
14	Bon Appetit	165
15	New York	148
16	New York Times Magazine	137
17	The New Yorker	137
18	Home	135
19	Signature	114
20	Changing Times	101
21	Food & Wine	90
22	High Technology	89
23	Endless Vacation	64
24	Hadassah Magazine	42
25	Architectural Digest	ne
26	Fortune	ne
27	Money	ne

▶

ne = not estimated

MAGAZINE PROFILES

Colonial Homes

Hearst Magazines
1790 Broadway, 14th Floor
New York, NY 10019
(212) 247-8720
Year founded: 1975
Published: Bimonthly

Publisher: David J. Moore
Advertising Director: E. Michael Peterson
Other key contacts: Daniel Gentile, Midwest Sales Manager

Editorial Description: Colonial Homes is the showcase of all facets of traditional American homes: furnishings, decorative accessories, and amenities. It is unique in providing unsurpassed coverage on creating and maintaining the traditional home. Readers discover the key to elegant living in pages rich with ideas on home building, remodeling, home furnishing, decorating, and home entertainment. Colonial Homes combines this appreciation of fine tradition and quality with important information on the modern conveniences necessary to meet the demands of today's fast paced living.

Member: ABC
Primary SRDS Classification No. 24

Eastern Review

East/West Network, Inc.
34 East 51st Street
New York, NY 10022
(212) 888-5900
Year founded: 1976
Published: Monthly

Publisher: Fred R. Smith
Advertising Director: Frank J. Colonno

Editorial Description: Eastern Review's articles focus on our nation's cities, people, fashion, international travel and feature articles from notable publications. Full color portfolios showcase the newest exhibitions in art and photography. A lively overview of entertainment events in the east keeps the reader abreast of current trends. A special edition is presented each month for Shuttle passengers. This edition focuses on major events and guidelines to Washington, Boston and New York.

Member: BPA

Primary SRDS Classification No. 1

Endless Vacation

Endless Vacation Publications, Inc.
9333 North Meridian Street
P.O. Box 80260
Indianapolis, IN 46260
(317) 848-0500
Year founded: 1975
Published: Bimonthly, and directory

Publisher: Robert Ancell
Advertising Director: Jules S. Schwab
Other key contacts: Christel DeHaan, Executive Vice President

Editorial Description: Endless Vacation magazine is for families who are frequent vacation travelers. Editorial helps plan comfortable travel towards a variety of domestic and international vacation experiences. Articles emphasize travel adventures, vacation sports, unusual places to visit, travel tips, local shopping, dining out and cooking in and how to take advantage of the wide variety of vacation opportunities.

Member: ABC
Primary SRDS Classification No. 46

Food & Wine

The Guide to Good Taste

American Express Publishing Corp.
1120 Avenue of the Americas
New York, NY 10036
(212) 382-5600
Year founded: 1978
Published: Monthly

Publisher: Thomas O. Ryder
Ad Director: James S. Berrien
Other key contacts: Louis S. Benincasa, Vice President Media Research, Sales Development

Editorial Description: Food & Wine, The Guide to Good Taste is edited for those interested in various aspects of food, wine, entertaining and travel. Each issue contains articles on a variety of subjects of particular interest to the gourmet, including: the procuring and preparation of fine food; candid evaluation of wines, cookbooks, restaurants; specialty food products and equipment; gastronomic tradition; design; party planning; news of what and where the famous are eating; meals for the single diner, etc. At least 40 recipes are presented each month, some adapted to low calorie or specialty diets. In addition, there are▶

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Smithsonian

Smithsonian

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AFFLUENCE A

Continued

Total Revenue

	ad rev. + circ. rev.	$000
1	BusinessWeek	217,895
2	National Geographic	183,448
3	Fortune	137,615
4	Forbes	137,372
5	New York Times Magazine	111,036
6	Money	96,100
7	The New Yorker	75,061
8	Smithsonian	67,274
9	Architectural Digest	50,249
10	Golf Digest	47,935
11	New York	47,492
12	Travel & Leisure	45,678
13	Inc.	43,787
14	Bon Appetit	40,859
15	Town & Country	35,881
16	House & Garden	35,002
17	Changing Times	28,377
18	Gourmet	24,876
19	Signature	18,584
20	Endless Vacation	15,390
21	National Geo. Traveler	15,319
22	Home	15,013
23	Colonial Homes	14,906
24	Food & Wine	14,328
25	Eastern Review	10,599
26	High Technology	10,212
27	Hadassah Magazine	6,654
	Total	**1,546,942**

% Chg. Total Revenue

	1984 vs. 1983	%
1	Home	38.4
2	Endless Vacation	35.3
3	Inc.	32.5
4	Money	29.5
5	Forbes	24.6
6	Town & Country	22.3
7	New York Times Magazine	21.8
8	Travel & Leisure	20.7
9	Signature	20.4
10	Eastern Review	16.5
11	Food & Wine	16.1
12	BusinessWeek	16.0
13	Golf Digest	14.6
14	Smithsonian	14.4
15	House & Garden	13.9
16	Fortune	12.8
17	Colonial Homes	12.2
18	Gourmet	9.6
19	Bon Appetit	7.8
20	Architectural Digest	6.2
21	New York	4.9
22	Hadassah Magazine	4.8
23	The New Yorker	4.4
24	High Technology	4.1
25	Changing Times	3.6
26	National Geo. Traveler	ne
27	National Geographic	– 0.4

Subscription Revenue

		$000
1	National Geographic	153,445
2	Smithsonian	36,345
3	Money	30,208
4	BusinessWeek	29,710
5	Forbes	24,506
6	Fortune	23,536
7	Travel & Leisure	17,850
8	Architectural Digest	16,717
9	Endless Vacation	15,180
10	Changing Times	14,870
11	Bon Appetit	13,173
12	Golf Digest	12,823
13	The New Yorker	12,085
14	House & Garden	11,792
15	National Geo. Traveler	11,716
16	New York	10,289
17	Signature	9,424
18	Food & Wine	8,144
19	Gourmet	7,893
20	Inc.	7,590
21	Home	5,763
22	Hadassah Magazine	5,504
23	Town & Country	5,200
24	Colonial Homes	4,705
25	High Technology	4,298
26	Eastern Review	0
27	New York Times Magazine	0
	Total	**492,766**

% Chg. Sub. Revenue

	1984 vs. 1983	%
1	Endless Vacation	33.5
2	Signature	25.7
3	Town & Country	23.0
4	Home	22.1
5	Money	21.6
6	Travel & Leisure	14.4
7	Food & Wine	14.3
8	Golf Digest	12.3
9	Smithsonian	10.2
10	Inc.	7.9
11	Forbes	6.7
12	BusinessWeek	5.0
13	Fortune	4.2
14	Gourmet	3.9
15	Hadassah Magazine	3.6
16	The New Yorker	2.9
17	New York	2.1
18	Architectural Digest	1.9
19	Bon Appetit	1.4
20	Colonial Homes	0.8
21	Eastern Review	n/a
22	National Geo. Traveler	ne
23	New York Times Magazine	n/a
24	Changing Times	– 1.5
25	National Geographic	– 2.2
26	High Technology	– 10.4
27	House & Garden	– 14.0

▶

n/a = not applicable
ne = not estimated

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Figures are FOLIO estimates for the calendar year 1984.

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AFFLUENCE A

Continued

Avg. Subscrip. Circ.

1	National Geographic	10,229,652
2	Smithsonian	2,076,879
3	Changing Times	1,366,979
4	Money	1,204,957
5	Bon Appetit	1,147,925
6	Golf Digest	1,117,283
7	Travel & Leisure	939,456
8	National Geo. Traveler	937,254
9	BusinessWeek	824,398
10	Signature	787,697
11	Forbes	690,988
12	Fortune	679,457
13	Food & Wine	532,219
14	Gourmet	531,505
15	Home	495,473
16	Architectural Digest	494,248
17	Inc.	492,800
18	House & Garden	473,733
19	The New Yorker	464,534
20	Colonial Homes	407,883
21	New York	395,573
22	Endless Vacation	379,048
23	Hadassah Magazine	366,921
24	Town & Country	303,452
25	High Technology	274,759
26	Eastern Review	0
27	New York Times Magazine	0
	Total	**27,615,173**

% Chg. Avg. Sub. Circ.

1984 vs. 1983

		%
1	Inc.	24.0
2	Endless Vacation	21.2
3	Town & Country	13.9
4	Money	13.8
5	Food & Wine	12.0
6	Signature	9.4
7	Gourmet	9.1
8	Smithsonian	7.0
9	Home	6.8
10	Golf Digest	6.0
11	Hadassah Magazine	3.6
12	Bon Appetit	2.5
13	New York	2.4
14	Travel & Leisure	2.4
15	Fortune	2.0
16	Architectural Digest	1.7
17	Forbes	0.8
18	BusinessWeek	0.5
19	Eastern Review	n/a
20	National Geo. Traveler	ne
21	New York Times Magazine	n/a
22	Colonial Homes	– 0.7
23	High Technology	– 0.8
24	The New Yorker	– 1.3
25	Cnanging Times	– 1.8
26	National Geographic	– 2.2
27	House & Garden	– 17.7

Net Chg. Avg. Sub. Circ.

1984 vs. 1983

1	Money	145,932
2	Smithsonian	136,505
3	Inc.	95,467
4	Signature	67,662
5	Endless Vacation	66,244
6	Golf Digest	62,836
7	Food & Wine	57,066
8	Gourmet	44,551
9	Town & Country	37,014
10	Home	31,340
11	Bon Appetit	28,004
12	Travel & Leisure	21,883
13	Fortune	13,509
14	Hadassah Magazine	12,656
15	New York	9,097
16	Architectural Digest	8,398
17	Forbes	5,576
18	BusinessWeek	4,129
19	Eastern Review	n/a
20	National Geo. Traveler	ne
21	New York Times Magazine	n/a
22	High Technology	– 2,315
23	Colonial Homes	– 3,000
24	The New Yorker	– 6,253
25	Changing Times	– 24,962
26	House & Garden	– 101,733
27	National Geographic	– 226,405
	Total	**483,201**

Newsstand Revenue

		$000
1	Money	8,939
2	Architectural Digest	5,767
3	House & Garden	4,307
4	Colonial Homes	3,836
5	Town & Country	3,632
6	Bon Appetit	3,585
7	BusinessWeek	3,403
8	New York	3,338
9	Forbes	3,138
10	Gourmet	3,068
11	The New Yorker	2,808
12	Fortune	2,400
13	Golf Digest	2,189
14	Home	1,950
15	Inc.	1,206
16	High Technology	738
17	Changing Times	705
18	Food & Wine	407
19	Travel & Leisure	300
20	Smithsonian	202
21	Eastern Review	0
22	Endless Vacation	0
23	Hadassah Magazine	0
24	National Geographic	0
25	National Geo. Traveler	0
26	New York Times Magazine	0
27	Signature	0
	Total	**55,918** ▶

n/a = not applicable
ne = not estimated

MAGAZINE PROFILES

regular features by authors not generally associated with food subjects.

Member: ABC

Primary SRDS Classification No. 18

Forbes

Forbes, Inc.
60 Fifth Avenue
New York, NY 10011
(212)620-2200
Year founded: 1917
Published: Biweekly

Publisher: James J. Dunn
Advertising Director: Stephen G. Nicoll

Editorial Description: Forbes is edited for management in U.S. companies, plus professional and private investors in stocks, bonds and other securities. Contains corporate stories, supplemented with tabular statistical documentation. Forbes presents a continuing review of management in big business. Using case histories and intra-industry comparisons, it evaluates management's personality, style and philosophy in meeting the bottom-line challenges of profitability, growth and stock market performance. Each issue features Fact and Comment, Trends, Faces Behind the Figures, Personal Affairs, and a Money and Investments Section.

Member: ABC

Primary SRDS Classification No. 8

Fortune

Time Inc.
1271 Avenue of the Americas
New York, NY 10020
(212) 586-1212
Published: Biweekly

Publisher: James B. Hoefer
Associate Publisher: Bill Kenyon
Advertising Director: R. Timothy Leedy

Editorial Description: Fortune is written and edited for management. Fortune provides detailed evaluations of important developments affecting the business community. Articles range from corporation stories to management problems, from national purpose to leisure activities, from science and technology to business personalities. Fortune Forecast reports on the economic outlook; Personal Investing, a review of investment opportunities, and the techniques and theories of investing.

Member: ABC

Primary SRDS Classification No. 8

Golf Digest

Golf Digest/Tennis, Inc.
495 Westport Avenue
P.O. Box 5350
Norwalk, CT 06856
(203) 847-5811
Year founded: 1950
Published: Monthly

Publisher: Jay FitzGerald
Advertising Director: Win Stevens

Other key contacts: Craig Russell, New York Sales Manager; Bill Congdon, Marketing Manager

Editorial Description: Golf Digest is edited for golfers, from beginners to low handicap players. Each issue contains a number of instruction articles authored by teaching and playing professionals, covering various things from fundamentals to fine points of the game. Other articles deal with the personalities and accomplishments of tournament players and other golf figures; previews and results of tournaments; money standings; club administration and activities; equipment and lore of the game. Regular departments deal with: places to play; spectacular holes; golf fashions; junior golf; senior golf; golf books; and golf on television.

Member: ABC, MPA

Primary SRDS Classification No. 45

Gourmet

The Magazine of Good Living

The Conde Nast Publications Inc.
560 Lexington Avenue
New York, NY 10022
(212) 371-1330
Year founded: 1941
Published: Monthly

Publisher: Verne Westerberg
Advertising Director: Richard Barthelmes

Other key contacts: Jonathan Newhouse, Business Manager; Pete Hunsinger, Eastern Advertising Manager; Lynne Berentsen, Director of Marketing and Promotion

Editorial Description: Gourmet is edited for those who are interested in the various aspects of "good living"—i.e., the preparation of fine food, wine, dining out, sports and travel. One or two▶

AFFLUENCE A

Continued

Avg. Newsstand Circ.

1	Money	288,738
2	Colonial Homes	213,107
3	Bon Appetit	153,212
4	Gourmet	127,847
5	Architectural Digest	106,800
6	Town & Country	100,884
7	Golf Digest	94,511
8	House & Garden	89,726
9	Home	83,315
10	New York	41,206
11	The New Yorker	36,000
12	Forbes	35,244
13	Changing Times	33,592
14	Inc.	33,495
15	BusinessWeek	32,555
16	High Technology	30,740
17	Fortune	30,565
18	Food & Wine	17,403
19	Travel & Leisure	9,856
20	Smithsonian	7,489
21	Eastern Review	0
22	Endless Vacation	0
23	Hadassah Magazine	0
24	National Geographic	0
25	National Geo. Traveler	0
26	New York Times Magazine	0
27	Signature	0
	Total	**1,566,285**

% Chg. Avg. News. Circ.

1984 vs. 1983		%
1	Smithsonian	78.6
2	Home	31.9
3	Food & Wine	17.8
4	Inc.	17.4
5	Colonial Homes	13.5
6	Money	8.3
7	Town & Country	5.6
8	House & Garden	5.1
9	Forbes	3.6
10	New York	1.6
11	Fortune	0.6
12	BusinessWeek	0.0
13	Eastern Review	n/a
14	Endless Vacation	n/a
15	Hadassah Magazine	n/a
16	National Geographic	n/a
17	National Geo. Traveler	n/a
18	New York Times Magazine	n/a
19	Signature	n/a
20	The New Yorker	– 3.9
21	Golf Digest	– 4.7
22	Architectural Digest	– 8.0
23	Gourmet	– 8.3
24	Changing Times	– 8.5
25	Bon Appetit	– 15.2
26	High Technology	– 17.1
27	Travel & Leisure	– 20.8

Net Chg. Avg. News. Circ.

1984 vs. 1983		
1	Colonial Homes	25,396
2	Money	22,212
3	Home	20,131
4	Town & Country	5,337
5	Inc.	4,973
6	House & Garden	4,381
7	Smithsonian	3,295
8	Food & Wine	2,632
9	Forbes	1,216
10	New York	655
11	Fortune	175
12	BusinessWeek	3
13	Eastern Review	n/a
14	Endless Vacation	n/a
15	Hadassah Magazine	n/a
16	National Geographic	n/a
17	National Geo. Traveler	n/a
18	New York Times Magazine	n/a
19	Signature	n/a
20	The New Yorker	– 1,471
21	Travel & Leisure	– 2,582
22	Changing Times	– 3,126
23	Golf Digest	– 4,657
24	High Technology	– 6,332
25	Architectural Digest	– 9,244
26	Gourmet	– 11,627
27	Bon Appetit	– 27,361
	Total	**24,006**

% Chg. News. Revenue

1984 vs. 1983		%
1	Smithsonian	100.2
2	Inc.	38.8
3	Home	31.9
4	Money	24.2
5	Food & Wine	17.7
6	Colonial Homes	13.5
7	Forbes	12.3
8	New York	9.8
9	Golf Digest	7.6
10	Town & Country	5.6
11	House & Garden	5.1
12	BusinessWeek	1.5
13	Fortune	0.6
14	Eastern Review	n/a
15	Endless Vacation	n/a
16	Hadassah Magazine	n/a
17	National Geographic	n/a
18	National Geo. Traveler	n/a
19	New York Times Magazine	n/a
20	Signature	n/a
21	The New Yorker	– 3.9
22	Changing Times	– 4.2
23	Architectural Digest	– 8.0
24	Gourmet	– 8.3
25	High Technology	– 17.1
26	Bon Appetit	– 17.3
27	Travel & Leisure	– 19.5

▶

n/a = not applicable

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Gourmet (cont).

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Member: ABC
Primary SRDS Classification No. 18

Hadassah Magazine

Hadassah, the Women's Zionist Organization of America, Inc.
50 West 58th Street
New York, NY 10019
(212) 303-8014
Year founded: 1921
Published: 10x per year

Advertising Director: Nancy Margolis, Associate Publisher
Other key contacts: Ruth Weinrach, Advertising Coordinator

Editorial Description: Hadassah Magazine is edited for American Jewish readers. Feature articles and photo stories deal with social, economic, educational, political, cultural, and health issues in Israel and the United States, and with Jewish life in countries around the world. Departments include fiction, art, theater and film reviews, book reviews, travel, parenting, and news briefs.

Primary SRDS Classification No. 20

High Technology

High Technology Publishing Corporation
38 Commercial Wharf
Boston, MA 02110
(617) 227-4700
Year founded: 1981
Published: Monthly

Publisher: Bernard A. Goldhirsh
Advertising Director: Frances P. Lawrence
Other key contacts: W. Robert Boris, Associate Publisher; Robert Christian, Regional Ad Manager

Editorial Description: High Technology is edited for technical as well as non-technical senior managers and professionals in business, industry, and government. It reports advances in technology and their potential impact on business. Regular monthly departments include: Perspectives and Updates on technology; Investing in high tech companies; insights about technology and policy from industry/government leaders; Microcomputer technology; and Consumer, Industrial, Business, and Military/Aerospace applications.

Member: ABC

Primary SRDS Classification No. 8

Home

Home Magazine, Ltd.
140 East 45th Street
2 Grand Central Tower
New York, NY 10017
(212) 682-4040
Year founded: 1954
Published: Monthly

Publisher: George C. Fields
Advertising Director: Herbert W. Bode
Other key contacts: Karen Crawford, Promotion Director; Patricia Soffel, Advertising Service Manager

Editorial Description: Home is edited for home enthusiasts. Eight out of ten editorial pages are devoted to remodeling, furnishings, architecture and building. It covers new and remodeled kitchens and baths, room additions and conversions, renovations, decorating and design projects, luxury accessories and amenities, landscaping, etc. Features also include interviews with industry professionals, such as decorators, designers and architects. In addition to feature articles, Home's departments include news and financial information of interest to homeowners, energy conservation, home plans, a buying guide, direct response products, listings of brochures and product literature available from manufacturers, and maintenance and repair information.

Member: ABC
Primary SRDS Classification No. 24

House & Garden

The Conde Nast Publications Inc.
350 Madison Avenue
New York, NY 10017
(212) 880-8800
Year founded: 1901
Published: Monthly

Publisher: William Bondlow
Advertising Director: Donald Kilmartin
Other key contacts: Timothy Knipe, Marketing Director; Robert Newkirchen, Advertising Manager

Editorial Description: House & Garden is a magazine devoted to decoration, design, architecture and the arts. Features and photographs focus on the viewpoint of writers, artists and architects, and the homes of people whose style of living is individual and distinctive. Current commentary on books, films, travel, gardens, food and wine is also included.

Member: ABC
Primary SRDS Classification No. 24

Inc.
The Magazine for Growing Companies

Inc. Publishing Corporation
38 Commercial Wharf
Boston, MA 02110
(617) 227-4700
Year founded: 1979
Published: Monthly

▶

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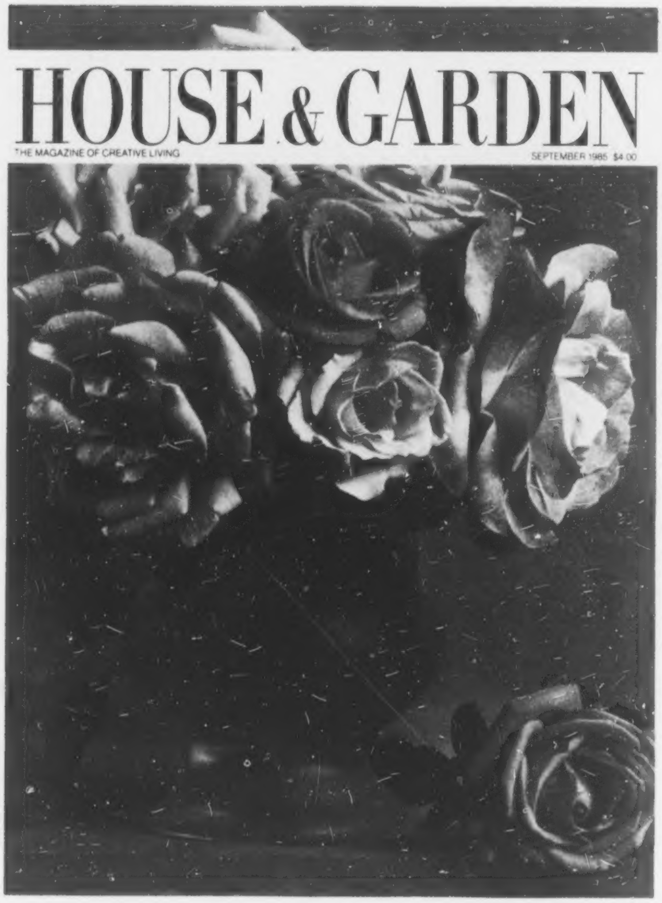
Figures are FOLIO estimates for the calendar year 1984.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AFFLUENCE A

Continued

Magazine Profiles

Publisher: J. Peter Huestis
Other key contacts: Joseph C. Page, Jr., Associate Publisher; Betsy Keady, Marketing Services Director; Bradley K. Jones, Western Sales Manager

Editorial Description: Inc. is for executives who run small to mid-sized companies. Its purpose is to provide them with specific, practical answers to both their immediate and long-term management problems. Through in-depth studies, Inc. demonstrates how other entrepreneurs have dealt with major business decisions, and offers the reader guidelines for solving his own. Its departments stress the how-to aspects of Financial Management, Personnel Management, Marketing, Sales, Administration and Operations. Inc. also covers and analyzes news pertinent to smaller company management, including trends, economic forecasts and legislation that affect them.

Member: ABC
Primary SRDS Classification No. 8

Money

Time Inc.
Time & Life Building
Rockefeller Center
New York, NY 10020
(212) JU6-1212
Year founded: 1972
Published: Monthly

Publisher: William M. Kelly, Jr.
Advertising Director: Charles Rubens II

Editorial Description: Money is America's magazine of personal finance. Each issue tackles subjects that concern affluent men and women most today: gaining maximum return on investments, increasing earning power, saving wisely, obtaining quality and values in key purchases.

Member: ABC
Primary SRDS Classification No. 22

National Geographic

National Geographic Society
17th & M Streets, N.W.
Washington, DC 20036
(202) 857-7000
Year founded: 1888
Published: Monthly

Advertising Director: George E. Moffat
Other key contacts: William K. Hughes, National Advertising Manager; Patti A. Delaney, Business Manager; G. Sarita Lapham, Advertising Production Director; Alex MacRae, Marketing Director

Editorial Description: National Geographic's articles cover the various parts of the globe, and probe into the farthest reaches of the universe and hitherto unexplored depths of the oceans. It reports on the issues that face the world today, including energy and the environment. Scientific articles range from such subjects as the discovery of fossils of earliest man to the wonders of the electronic chip and the new biology. Articles are accompanied by photographs, drawings, detailed maps and paintings.

Member: ABC

Primary SRDS Classification No. 22

National Geographic Traveler

National Geographic Society
17th & M Streets., N.W.
Washington, D.C. 20036
(202) 857-7000
Year founded: 1984
Published: 4x per year

Executive Editor: Robert Breeden
Advertising Director: George Moffat
Other key contacts: William K. Hughes, National Advertising Manager

Editorial Description: National Geographic Traveler, a quarterly magazine published by the National Geographic Society presents in-depth articles of photographs and text on places primarily in the United States and Canada. About 20% of the stories feature destinations abroad—in Europe, the Caribbean, and parts of the Pacific. Regular departments include Bulletin (travel news), Traveling Easy (advice on travel topics), Bookshelf (for further reading), and Highlights, a regional calendar of events.

Member: ABC

Primary SRDS Classification No. 46

New York

News Group Magazines
755 2nd Avenue
New York, NY 10017
(212) 880-0700
Year founded: 1968
Published: 50x per year

Publisher: Carolyn Wall
Other key contacts: Larry Burstein, National Advertising Sales Manager; Elaine Shindler, Marketing Director

Editorial Description: New York Magazine is edited for those interested in critical examination of contemporary ideas. New York deals regularly with such subjects as politics, business, psychology, literature, the fine arts, entertainment, home furnishings, food, wine, fashion—and a broad range of subjects.

Member: ABC

Primary SRDS Classification No. 36A

The New York Times Magazine

The New York Times
229 West 43rd Street
New York, NY 10036
(212) 556-1203
Year founded: 1851
Published: Weekly

▶

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It stands to reason that the National Geographic reader is the kind of consumer advertisers want to reach. With nearly 9 million affluent readers* in the U.S. alone, National Geographic has a worldwide audience available 22 different ways. These readers demand the best in the magazine that opens their minds and in the products and services that enhance the quality of their lives.

NATIONAL
GEOGRAPHIC
revealing the world as it changes

*Source: Monroe Mendelsohn Research, Inc., 1985 Survey of Adults and Markets of Affluence

AFFLUENCE A

Continued

Magazine Profiles

Publisher: Arthur Ochs Sulzberger
Advertising Director: Lance Primis, Senior Vice President
Other key contacts: Philip Duval, Marketing Director

Editorial Description: The New York Times Magazine editorial is devoted to helping its readers understand a changing world. It contains articles and photographs on a wide range of subjects: foreign affairs, politics, medicine, the arts, science, religion and business. There are features on Fashion, Design, Food, Beauty, Health, Collecting and the New York Times Magazine Puzzles.

Member: ABC
Primary SRDS Classification No. 22

The New Yorker

Advance Publications Inc.
25 West 43rd Street
New York, NY 10036
(212) 840-3800
Year founded: 1925
Published: Weekly

Publisher: Stephen Florio, Executive Vice President
Advertising Director: Robert F. Young
Other key contacts: J. Kennard Bosee, President; Owen J. Hochreiter, Advertising Manager; Stuart Spizer, National Advertising Manager

Editorial Description: The New Yorker discusses current ideas and events in metropolitan America. The magazine blends domestic and international news analysis with cartoons, regular criticism of sports, fashion, and the arts, biographical "Profiles," short fiction, poetry, and "Letters" from correspondents around the world. A listing of "Goings On" in New York precedes "The Talk of the Town," an every-issue assortment of essays, interviews, and anecdotes.

Member: ABC
Primary SRDS Classification No. 22

Signature

Citicorp Publishing
641 Lexington Avenue
New York, NY 10022
(212) 888-9450
Year founded: 1954
Published: Monthly

Publisher: Harry C. Egner
Advertising Director: Richard Borzumato
Other key contacts: Richard Lynch, Vice President Marketing

Editorial Description: Signature is edited as a guide to leisure time activities. The majority of the stories are travel-related and cover destinations worldwide. There are regional guides to dining and entertainment. The remainder of the editorial includes regular features on sport, lifestyle trends, best buys in quality goods, arts and culture and occasional profiles.

Member: ABC
Primary SRDS Classification No. 46

Smithsonian

Smithsonian Institution
Arts & Industries Building
900 Jefferson Drive
Washington, DC 20560
(202) 357-2888
Year founded: 1970
Published: Monthly

Publisher: Joseph J. Bonsignore
Advertising Director: Thomas H. Black
Other key contacts: Edward Daly, Lewis Ogle

Editorial Description: Smithsonian involves itself with Man's cultural, intellectual, social and physical environment. It is the editor's view that it is the total and not just part of the environment that contributes to the quality of life. Topics range from ecology, science, urbanology, technology to art, history, nature and leisure activities.

Member: ABC
Primary SRDS Classification No. 22

Town & Country

Hearst Magazines
1700 Broadway
New York, NY 10019
(212) 903-5000
Year founded: 1846
Published: Monthly

Publisher: Frederick Jackson
Advertising Director: Marcia Miller
Other key contacts: Mark Neider, Director of Marketing

Editorial Description: Town & Country Magazine is a service publication for the affluent, covering a wide range of the interests of these people. Predominant among these interests are travel, the home, personalities, fashion, beauty, cultural areas, gourmet foods and liquors, and social happenings.

Member: ABC
Primary SRDS Classification No. 22

Travel & Leisure

American Express Publishing Corporation
1120 Avenue of the Americas
New York, NY 10036
(212) 382-5600
Year founded: 1970
Published: Monthly

Publisher: Thomas O. Ryder
Advertising Director: John Hillock, Vice President, Associate Publisher
Other key contacts: Louis Benincasa, Vice President Media Research & Sales Development; Dick Romanelli, General Sales Director

Editorial Description: Travel & Leisure Magazine contains articles and service information concerning travel, hotels, dining, wine & spirits, hobbies and entertainment. It is a lifestyle magazine devoted to pleasures and leisure time pursuits.

Member: ABC
Primary SRDS Classification No. 46

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Figures are FOLIO estimates for the calendar year 1984.

AFFLUENCE

TOWN & COUNTRY

2 million affluent readers with a median income of $88,500*
consider one magazine to be their arbiter of tasteful living.

Town & Country is a Hearst Magazine, a division of the Hearst Corporation

*MMR 1985 For a copy of our white paper, Affluence in America and companion pieces, call Cynthia Bishop, Director of Marketing Services, 212-903-5328

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Affluence B

Market Highlights

CIRCULATION:

CITY/REGIONAL, INFLIGHT BOOKS GO UPSCALE; BUSINESS BOOKS NAB TOP GAINS

Affluence B market comprises affluent titles with a circulation of less than 300,000. The mixed bag of titles includes some groupings—seven city/regional titles and four inflight books, with *Delta Sky* the big circ book in this market. Average gains versus 1983 for the market came in at 3.1%, but top gainers put in double-digit performances. Growth leader *Venture* ups its circulation 12.6%, and *Financial World* ranks second in total circulation gains, up 11.4%.

AD PAGES:

MARKET MEMBERS AVERAGE OVER 11% PAGE GAIN

Eleven books score double-digit increases versus 1983, average of all market books is plus 11.4%. But when it comes to running the most pages, *Quarter Horse Journal* (number 21 in ad dollars) runs 4,376 of them in 1984, 1,848 pages ahead of a distant number two. First place page gainer, *Pan Am Clipper*, keeps its ad-page total well off the ground, soaring 48.9% ahead of last year.

REVENUE:

WEALTHY ARE HEALTHY

Affluent B books boost total dollars in the double digits, led by number one *Pan Am Clipper*, up 49.9%. Eighteen books post two-digit ad revenue increases, led by *Venture*, up 54.5%. Two city books, *Chicago*, up 28.6% in sub dollars, and *Boston*, up 27.8% in newsstand dollars, lead this eclectic group in those two measurements.

Venture works for the men who make America work.

"Challenging the monopoly had one irresistible element—it had never been done before."

William G. McGowan
CEO, MCI Communications
VENTURE reader since 1981

William McGowan has changed forever the way Americans talk to each other. He turned a struggling company, Microwave Communications, Inc. (now renamed MCI), into a communications giant, while shattering the AT&T long distance monopoly.

Second best will never satisfy Bill McGowan in business, or in the things he owns. He is a man for whom excellence is the only alternative.

VENTURE Magazine is written for Bill McGowan and the thousands of successful entrepreneurs like him, who are in total control of their businesses, and their lives. They read it every month. VENTURE is the only magazine by, for, and about entrepreneurs.

Bill McGowan reads many good magazines. But VENTURE is Bill McGowan.

ADWEEK'S
#1
RANKED BUSINESS
MAGAZINE

The VENTURE Reader:
Owner/Partner: 70.4%
Median Annual Gross Sales: $2,000,000
Average Household Income: $111,000
Average Age: 41

To reserve space or for more information please contact Jim Rogers at 212-682-7373.

Venture

AFFLUENCE B

Ad Pages

1	Quarter Horse Journal	4,376
2	Los Angeles Magazine	2,528
3	The Economist U.S. Ed.	2,472
4	Motor Boating & Sailing	1,872
5	San Diego Magazine	1,855
6	Boston Magazine	1,831
7	Chicago	1,775
8	Texas Monthly	1,707
9	Philadelphia Magazine	1,635
10	D	1,626
11	W	1,329
12	AmericanWay	1,227
13	Venture	1,054
14	Delta Sky	909
15	Dun's Business Month	821
16	M The Civilized Man	766
17	Pan Am Clipper	754
18	TWA Ambassador	726
19	Frequent Flyer	705
20	Connoisseur	702
21	Financial World	453
22	Harvard Business Review	373
23	Vanity Fair	335
	Total	**31,831**

% Chg. Ad Pages

1984 vs. 1983

		%
1	Pan Am Clipper	48.9
2	The Economist U.S. Ed.	34.0
3	Venture	31.7
4	Frequent Flyer	27.5
5	Motor Boating & Sailing	17.1
6	D	14.9
7	Delta Sky	13.6
8	Boston Magazine	12.4
9	W	12.2
10	Texas Monthly	11.6
11	TWA Ambassador	11.3
12	San Diego Magazine	11.0
13	AmericanWay	9.3
14	Financial World	4.4
15	Dun's Business Month	3.3
16	Los Angeles Magazine	3.2
17	Philadelphia Magazine	1.5
18	Chicago	0.4
19	Connoisseur	ne
20	M The Civilized Man	ne
21	Quarter Horse Journal	ne
22	Harvard Business Review	– 4.7
23	Vanity Fair	– 34.9

Net Chg. Ad Pages

1984 vs. 1983

1	The Economist U.S. Ed.	627
2	Motor Boating & Sailing	273
3	Venture	254
4	Pan Am Clipper	248
5	D	211
6	Boston Magazine	202
7	San Diego Magazine	183
8	Texas Monthly	177
9	Frequent Flyer	152
10	W	145
11	Delta Sky	109
12	AmericanWay	104
13	Los Angeles Magazine	78
14	TWA Ambassador	74
15	Dun's Business Month	26
16	Philadelphia Magazine	24
17	Financial World	19
18	Chicago	7
19	Connoisseur	ne
20	M The Civilized Man	ne
21	Quarter Horse Journal	ne
22	Harvard Business Review	– 19
23	Vanity Fair	– 180
	Total	**2,714**

Avg. Ad Pages/Copy

1	Quarter Horse Journal	365
2	Los Angeles Magazine	211
3	Motor Boating & Sailing	156
4	San Diego Magazine	155
5	Boston Magazine	153
6	Chicago	148
7	Texas Monthly	142
8	D	136
9	Philadelphia Magazine	136
10	AmericanWay	102
11	Venture	88
12	Delta Sky	76
13	Dun's Business Month	68
14	M The Civilized Man	64
15	Pan Am Clipper	63
16	Harvard Business Review	62
17	TWA Ambassador	61
18	Connoisseur	59
19	Frequent Flyer	59
20	W	51
21	The Economist U.S. Ed.	48
22	Vanity Fair	28
23	Financial World	17

▶

Figures are Folio estimates for the calendar year 1984.

n/a = not applicable
ne = not estimated

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VENTURE's mega-market translates into optimum opportunity for advertisers:

- * VENTURE's households earn a hefty $35.1 billion a year.
- * VENTURE subscribers are affluent: net worth $239.6 billion.
- * VENTURE subscribers' portfolios total $156.8 billion.
- * VENTURE subscribers are well-insured: $78.3 billion.
- * VENTURE subscribers are mobile: own 700,592 cars.
- * VENTURE companies own/lease 2.5 million trucks and 4.7 million cars.
- * VENTURE companies have over 1.1 million different offices, plants, or branches.

TO PUT VENTURE'S POWER TO WORK FOR YOU, CONTACT Jim Rogers, Advertising Sales Director, at (212) 682-7373

* Source: The Subscribers of Venture, 1984 conducted by Don Bowdren Associates.

AFFLUENCE B

Continued

Ad Revenue

		$000
1	W	18,283
2	Texas Monthly	15,184
3	Los Angeles Magazine	13,276
4	The Economist U.S. Ed.	10,883
5	Venture	10,782
6	Dun's Business Month	10,781
7	Chicago	10,551
8	AmericanWay	10,540
9	Delta Sky	7,864
10	Motor Boating & Sailing	7,174
11	Boston Magazine	6,950
12	Philadelphia Magazine	6,848
13	D	5,950
14	TWA Ambassador	5,890
15	Frequent Flyer	5,554
16	San Diego Magazine	4,979
17	M The Civilized Man	4,901
18	Pan Am Clipper	4,878
19	Connoisseur	4,619
20	Vanity Fair	4,037
21	Quarter Horse Journal	3,751
22	Financial World	3,073
23	Harvard Business Review	2,828
	Total	**179,576**

% Chg. Ad Revenue

1984 vs. 1983

		%
1	Venture	54.5
2	Pan Am Clipper	49.9
3	Frequent Flyer	47.4
4	The Economist U.S. Ed.	45.6
5	W	31.1
6	Boston Magazine	25.2
7	D	21.9
8	San Diego Magazine	20.9
9	Texas Monthly	17.3
10	Los Angeles Magazine	15.1
11	AmericanWay	14.2
12	Motor Boating & Sailing	13.9
13	Financial World	12.0
14	TWA Ambassador	11.4
15	Dun's Business Month	11.3
16	Philadelphia Magazine	10.6
17	Delta Sky	10.3
18	Chicago	10.0
19	Harvard Business Review	6.3
20	Connoisseur	ne
21	M The Civilized Man	ne
22	Quarter Horse Journal	ne
23	Vanity Fair	– 35.7

Net Chg. Ad Revenue

1984 vs. 1983

		$000
1	W	4,332
2	Venture	3,802
3	The Economist U.S. Ed.	3,410
4	Texas Monthly	2,236
5	Frequent Flyer	1,786
6	Los Angeles Magazine	1,740
7	Pan Am Clipper	1,624
8	Boston Magazine	1,399
9	AmericanWay	1,313
10	Dun's Business Month	1,093
11	D	1,068
12	Chicago	961
13	Motor Boating & Sailing	874
14	San Diego Magazine	861
15	Delta Sky	736
16	Philadelphia Magazine	658
17	TWA Ambassador	604
18	Financial World	329
19	Harvard Business Review	168
20	Connoisseur	ne
21	M The Civilized Man	ne
22	Quarter Horse Journal	ne
23	Vanity Fair	– 2,243
	Total	**26,751**

Avg. Edit. Pgs./Copy

1	Quarter Horse Journal	258
2	Vanity Fair	157
3	Los Angeles Magazine	150
4	Harvard Business Review	138
5	San Diego Magazine	138
6	Chicago	135
7	Boston Magazine	112
8	Texas Monthly	103
9	Philadelphia Magazine	99
10	AmericanWay	96
11	M The Civilized Man	93
12	D	92
13	Connoisseur	87
14	Venture	71
15	Motor Boating & Sailing	70
16	Delta Sky	65
17	Financial World	64
18	Dun's Business Month	63
19	Frequent Flyer	60
20	TWA Ambassador	56
21	Pan Am Clipper	42
22	W	32
23	The Economist U.S. Ed.	ne

Average Circulation

1	Delta Sky	294,000
2	Dun's Business Month	293,000
3	Texas Monthly	288,906
4	Venture	287,968
5	Frequent Flyer	285,250
6	Vanity Fair	273,542
7	AmericanWay	254,621
8	TWA Ambassador	249,150
9	Harvard Business Review	242,723
10	Connoisseur	234,319
11	Pan Am Clipper	230,622
12	Chicago	222,911
13	W	209,224
14	Los Angeles Magazine	164,961
15	Philadelphia Magazine	144,958
16	Motor Boating & Sailing	141,742
17	Boston Magazine	119,280
18	Financial World	115,539
19	The Economist U.S. Ed.	101,792
20	M The Civilized Man	100,466
21	Quarter Horse Journal	83,783
22	D	81,132
23	San Diego Magazine	57,047
	Total	**4,476,936**

% Chg. Avg. Circ.

1984 vs. 1983

		%
1	Venture	12.6
2	Financial World	11.4
3	AmericanWay	9.6
4	Boston Magazine	5.9
5	Vanity Fair	5.3
6	The Economist U.S. Ed.	4.8
7	San Diego Magazine	4.1
8	Harvard Business Review	4.0
9	D	3.8
10	TWA Ambassador	3.1
11	Dun's Business Month	3.0
12	Chicago	2.6
13	Los Angeles Magazine	1.6
14	Philadelphia Magazine	1.4
15	Texas Monthly	1.0
16	Pan Am Clipper	0.2
17	Connoisseur	ne
18	Delta Sky	0.0
19	M The Civilized Man	ne
20	Quarter Horse Journal	ne
21	Motor Boating & Sailing	– 0.2
22	W	– 0.6
23	Frequent Flyer	– 11.4

Net Chg. Avg. Circ.

1984 vs. 1983

1	Venture	32,222
2	AmericanWay	22,396
3	Vanity Fair	13,789
4	Financial World	11,800
5	Harvard Business Review	9,322
6	Dun's Business Month	8,497
7	TWA Ambassador	7,575
8	Boston Magazine	6,610
9	Chicago	5,706
10	The Economist U.S. Ed.	4,705
11	D	2,963
12	Texas Monthly	2,929
13	Los Angeles Magazine	2,601
14	San Diego Magazine	2,263
15	Philadelphia Magazine	1,970
16	Pan Am Clipper	373
17	Connoisseur	ne
18	Delta Sky	0
19	M The Civilized Man	ne
20	Quarter Horse Journal	ne
21	Motor Boating & Sailing	– 352
22	W	– 1,210
23	Frequent Flyer	– 36,716
	Total	**97,443**

Avg. Total Pgs./Copy

ad pages + edit. pages

1	Quarter Horse Journal	622
2	Los Angeles Magazine	360
3	San Diego Magazine	292
4	Chicago	283
5	Boston Magazine	265
6	Texas Monthly	245
7	Philadelphia Magazine	235
8	D	228
9	Motor Boating & Sailing	226
10	Harvard Business Review	200
11	AmericanWay	198
12	Vanity Fair	185
13	Venture	159
14	M The Civilized Man	156
15	Connoisseur	145
16	Delta Sky	141
17	Dun's Business Month	131
18	Frequent Flyer	119
19	TWA Ambassador	116
20	Pan Am Clipper	104
21	W	84
22	Financial World	81
23	The Economist U.S. Ed.	ne

▶

ne = not estimated

MAGAZINE PROFILES

AmericanWay

American Airlines, Inc.
MD 3A61, P.O. Box 619616
DFW Airport, TX 75261-9616
MD 3A61, 4200 American Blvd.
Ft. Worth, TX 76155
(817) 355-1583
Year founded: 1966
Published: Biweekly (as of 1/85)

Publisher: Walter A. Damtoft
Advertising Director: Hank Thunhorst

Editorial Description: AmericanWay is edited for the air traveler. The subject matter varies, and includes: business, sports, travels, humor, art, outdoor activities, music, foods and profiles of unusual people and institutions.

Member: BPA, MPA
Primary SRDS Classification No. 1

Boston Magazine

Metrocorp
Horticulture Hall Building
300 Massachusetts Ave.
Boston, MA 02116
(617) 357-4000
Year founded: 1971
Published: Monthly

Publisher: James P. Kuhn, Jr.
Advertising Director: William M. Barber III
Other key contacts: Catherine J. Cahners, Advertising Sales Manager; Walter Walsh, General Manager

Editorial Description: Boston Magazine is edited for people in the greater metropolitan area who care about their city. Every month, it offers topical coverage of the pressing controversial issues confronting the area—its politics, its life styles, its business trends, its youth scene and its shifting sociological currents. Also included are critical reviews of the cultural, sports and entertainment scenes. Articles investigate theater and transportation, fashion and finance, dining and travel.

Member: ABC
Primary SRDS Classification No. 30A

Figures are Folio estimates for the calendar year 1984.

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AFFLUENCE B

Continued

Total Revenue

ad rev. + circ. rev.		$000
1	W	24,231
2	Texas Monthly	19,646
3	The Economist U.S. Ed.	17,966
4	Los Angeles Magazine	16,508
5	Frequent Flyer	16,251
6	Venture	14,243
7	Chicago	13,831
8	Dun's Business Month	10,997
9	AmericanWay	10,540
10	Harvard Business Review	10,323
11	Motor Boating & Sailing	9,340
12	Philadelphia Magazine	8,837
13	Vanity Fair	8,835
14	Connoisseur	8,504
15	Boston Magazine	8,402
16	Delta Sky	7,864
17	M The Civilized Man	7,342
18	D	7,082
19	Financial World	6,363
20	TWA Ambassador	5,890
21	San Diego Magazine	5,841
22	Quarter Horse Journal	4,984
23	Pan Am Clipper	4,878
	Total	**248,698**

% Chg. Total Revenue

1984 vs. 1983		%
1	Pan Am Clipper	49.9
2	Venture	45.4
3	The Economist U.S. Ed.	28.2
4	W	22.3
5	Boston Magazine	22.2
6	D	18.2
7	San Diego Magazine	17.7
8	AmericanWay	14.2
9	Motor Boating & Sailing	13.3
10	Texas Monthly	12.8
11	Financial World	12.6
12	Chicago	11.9
13	Los Angeles Magazine	11.6
14	TWA Ambassador	11.4
15	Dun's Business Month	10.8
16	Delta Sky	10.3
17	Philadelphia Magazine	8.4
18	Harvard Business Review	6.8
19	Frequent Flyer	3.6
20	Connoisseur	ne
21	M The Civilized Man	ne
22	Quarter Horse Journal	ne
23	Vanity Fair	– 28.9

Subscription Revenue

		$000
1	Frequent Flyer	10,697
2	Harvard Business Review	7,352
3	The Economist U.S. Ed.	6,111
4	W	4,759
5	Texas Monthly	3,281
6	Connoisseur	3,232
7	Vanity Fair	3,231
8	Financial World	2,932
9	Venture	2,763
10	Chicago	2,631
11	Los Angeles Magazine	1,558
12	Philadelphia Magazine	1,309
13	Motor Boating & Sailing	1,302
14	Quarter Horse Journal	1,120
15	M The Civilized Man	1,080
16	Boston Magazine	943
17	D	719
18	San Diego Magazine	581
19	Dun's Business Month	216
20	AmericanWay	0
21	Delta Sky	0
22	Pan Am Clipper	0
23	TWA Ambassador	0
	Total	**56,817**

% Chg. Sub. Revenue

1984 vs. 1983		%
1	Chicago	28.6
2	Venture	25.2
3	Motor Boating & Sailing	22.5
4	Financial World	12.9
5	The Economist U.S. Ed.	9.9
6	Harvard Business Review	6.7
7	Los Angeles Magazine	6.3
8	D	5.2
9	San Diego Magazine	3.3
10	Boston Magazine	1.8
11	AmericanWay	n/a
12	Connoisseur	ne
13	Delta Sky	n/a
14	M The Civilized Man	ne
15	Pan Am Clipper	n/a
16	Philadelphia Magazine	0.0
17	Quarter Horse Journal	ne
18	TWA Ambassador	n/a
19	W	– 0.8
20	Texas Monthly	– 2.2
21	Dun's Business Month	– 8.9
22	Frequent Flyer	– 10.2
23	Vanity Fair	– 29.4

Avg. Subscrip. Circ.

1	Frequent Flyer	285,250
2	Venture	264,215
3	Texas Monthly	239,723
4	Harvard Business Review	238,469
5	Vanity Fair	221,301
6	Connoisseur	216,173
7	Chicago	198,857
8	W	186,357
9	Philadelphia Magazine	115,896
10	Financial World	108,659
11	Motor Boating & Sailing	108,560
12	Los Angeles Magazine	102,994
13	Boston Magazine	96,117
14	The Economist U.S. Ed.	94,174
15	Quarter Horse Journal	80,027
16	D	63,485
17	M The Civilized Man	62,664
18	San Diego Magazine	45,354
19	Dun's Business Month	7,710
20	AmericanWay	0
21	Delta Sky	0
22	Pan Am Clipper	0
23	TWA Ambassador	0
	Total	**2,735,985**

% Chg. Avg. Sub. Circ.

1984 vs. 1983		%
1	Venture	14.7
2	Financial World	12.0
3	Los Angeles Magazine	7.1
4	Chicago	6.4
5	D	5.8
6	San Diego Magazine	5.4
7	The Economist U.S. Ed.	5.3
8	Harvard Business Review	3.9
9	Boston Magazine	2.5
10	Vanity Fair	2.4
11	Philadelphia Magazine	0.6
12	Motor Boating & Sailing	0.3
13	Texas Monthly	0.2
14	AmericanWay	n/a
15	Connoisseur	ne
16	Delta Sky	n/a
17	M The Civilized Man	ne
18	Pan Am Clipper	n/a
19	Quarter Horse Journal	ne
20	TWA Ambassador	n/a
21	W	– 1.9
22	Frequent Flyer	– 11.4
23	Dun's Business Month	– 12.3

Net Chg. Avg. Sub. Circ.

1984 vs. 1983		
1	Venture	33,815
2	Chicago	11,934
3	Financial World	11,624
4	Harvard Business Review	8,853
5	Los Angeles Magazine	6,846
6	Vanity Fair	5,208
7	The Economist U.S. Ed.	4,775
8	D	3,463
9	Boston Magazine	2,379
10	San Diego Magazine	2,314
11	Philadelphia Magazine	703
12	Texas Monthly	472
13	Motor Boating & Sailing	294
14	AmericanWay	n/a
15	Connoisseur	ne
16	Delta Sky	n/a
17	M The Civilized Man	ne
18	Pan Am Clipper	n/a
19	Quarter Horse Journal	ne
20	TWA Ambassador	n/a
21	Dun's Business Month	– 1,086
22	W	– 3,517
23	Frequent Flyer	– 36,716
	Total	**51,361**

Newsstand Revenue

		$000
1	Los Angeles Magazine	1,673
2	Vanity Fair	1,567
3	M The Civilized Man	1,361
4	W	1,189
5	Texas Monthly	1,180
6	The Economist U.S. Ed.	971
7	Motor Boating & Sailing	864
8	Venture	698
9	Philadelphia Magazine	680
10	Connoisseur	653
11	Chicago	649
12	Boston Magazine	509
13	D	413
14	Financial World	358
15	San Diego Magazine	281
16	Harvard Business Review	143
17	Quarter Horse Journal	113
18	AmericanWay	0
19	Delta Sky	0
20	Dun's Business Month	0
21	Frequent Flyer	0
22	Pan Am Clipper	0
23	TWA Ambassador	0
	Total	**13,302** ▶

n/a = not applicable
ne = not estimated

MAGAZINE PROFILES

Chicago

WFMT, Inc.
Three Illinois Center
Chicago, IL 60601
(312) 565-5000
Year founded: 1952
Published: Monthly

Publisher: Allen Kelson
Advertising Director: Joseph A. Sheridan
Other key contacts: Arlene Furey, Marketing Director

Editorial Description: Chicago is edited for active, concerned Chicago area residents interested in the community's quality of life. In-depth articles deal with community issues, politics, arts, events, and personalities. Interviews with interesting and important Chicagoans often appear. Regular features include critical columns on restaurants, film, theatre, spots, the fine and lively arts, books, sports, and travel. Art and photography are richly employed. Award-winning fiction is regularly published. Each issue contains capsule critiques of 200 recommended restaurants and of current films and plays; information about a thousand things to do and see around Chicago, and the programs of Chicago's fine arts radio station (WFMT) and public television station (WTTW). Special features appear periodically on home entertaining, audio and video, home furnishings, and fashion. Special issues are devoted to such subjects as "The Best of Chicago" and "Chicago's Hidden Treasures."

Member: ABC

Primary SRDS Classification No. 30A

Connoisseur

Hearst Magazines
224 West 57th Street
New York, NY 10019
(212) 262-6518
Year founded: 1901
Published: Monthly

Publisher: David A. McCann
Advertising Director: Charlotte A. Perkins ▶

Figures are Folio estimates for the calendar year 1984.

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Source: U.S. Travel Data Center, 1984; Department of Transportation, 1984

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AFFLUENCE B

Continued

Avg. Newsstand Circ.

1	Los Angeles Magazine	61,967
2	Vanity Fair	52,241
3	Texas Monthly	49,183
4	M The Civilized Man	37,802
5	Motor Boating & Sailing	33,182
6	Philadelphia Magazine	29,062
7	Chicago	24,054
8	Venture	23,754
9	Boston Magazine	23,164
10	W	22,867
11	Connoisseur	18,146
12	D	17,647
13	San Diego Magazine	11,693
14	The Economist U.S. Ed.	7,618
15	Financial World	6,880
16	Harvard Business Review	4,254
17	Quarter Horse Journal	3,756
18	AmericanWay	0
19	Delta Sky	0
20	Dun's Business Month	0
21	Frequent Flyer	0
22	Pan Am Clipper	0
23	TWA Ambassador	0
	Total	**427,270**

% Chg. Avg. News. Circ.

1984 vs. 1983		%
1	Boston Magazine	22.4
2	Vanity Fair	19.7
3	Harvard Business Review	12.4
4	W	11.2
5	Texas Monthly	5.3
6	Philadelphia Magazine	4.6
7	Financial World	2.6
8	AmericanWay	n/a
9	Connoisseur	ne
10	Delta Sky	n/a
11	Dun's Business Month	n/a
12	Frequent Flyer	n/a
13	M The Civilized Man	ne
14	Pan Am Clipper	n/a
15	Quarter Horse Journal	ne
16	TWA Ambassador	n/a
17	San Diego Magazine	−0.4
18	The Economist U.S. Ed.	−0.9
19	Motor Boating & Sailing	−1.9
20	D	−2.8
21	Venture	−6.3
22	Los Angeles Magazine	−6.4
23	Chicago	−20.6

Net Chg. Avg. News. Circ.

1984 vs. 1983		
1	Vanity Fair	8,581
2	Boston Magazine	4,232
3	Texas Monthly	2,457
4	W	2,308
5	Philadelphia Magazine	1,267
6	Harvard Business Review	469
7	Financial World	175
8	AmericanWay	n/a
9	Connoisseur	ne
10	Delta Sky	n/a
11	Dun's Business Month	n/a
12	Frequent Flyer	n/a
13	M The Civilized Man	ne
14	Pan Am Clipper	n/a
15	Quarter Horse Journal	ne
16	TWA Ambassador	n/a
17	San Diego Magazine	−52
18	The Economist U.S. Ed.	−70
19	D	−502
20	Motor Boating & Sailing	−646
21	Venture	−1,593
22	Los Angeles Magazine	−4,245
23	Chicago	−6,228
	Total	**6,153**

% Chg. News. Revenue

1984 vs. 1983		%
1	Boston Magazine	27.8
2	Harvard Business Review	25.0
3	Financial World	16.1
4	Venture	14.9
5	W	11.2
6	Texas Monthly	5.3
7	Philadelphia Magazine	4.6
8	AmericanWay	n/a
9	Connoisseur	ne
10	Delta Sky	n/a
11	Dun's Business Month	n/a
12	Frequent Flyer	n/a
13	M The Civilized Man	ne
14	Pan Am Clipper	n/a
15	Quarter Horse Journal	ne
16	TWA Ambassador	n/a
17	Vanity Fair	−0.3
18	San Diego Magazine	−0.4
19	The Economist U.S. Ed.	−0.9
20	Motor Boating & Sailing	−1.9
21	D	−2.8
22	Los Angeles Magazine	−6.4
23	Chicago	−10.7

n/a = not applicable
ne = not estimated

MAGAZINE PROFILES

Connoisseur (cont.)

Editorial Description: Connoisseur magazine is a discerning guide to style and standard of living. Every month Connoisseur defines, discusses, and judges quality in the fine arts, architecture, theatre, food, wines, fashion, travel, interiors, and the creative aspirations of people.

Member: ABC
Primary SRDS Classification No. 22

D

Dallas/Ft. Worth

Southwest Media Corporation
3988 North Central Expressway, Suite 1200
Dallas, TX 75204
(214) 827-5000
Year founded: 1974
Published: Monthly
Publisher: Terry Murphy
Advertising Director: Joy Burleson
Other key contacts: Mary E. Graham, Advertising Coordinator

Editorial Description: D Magazine is a contemporary metropolitan magazine edited for residents of Dallas and Fort Worth. In addition to investigative reporting and in-depth interviews, D Magazine contains articles on finance, politics, fashion, sports, interior design and Dallas-Fort Worth lifestyles. Regular features include an entertainment guide, and dining reviews.

Member: ABC, CRMA, MPA
Primary SRDS Classification No. 30A

Delta Sky

Halsey Publishing Company
700 Delaware Ave.
Buffalo, NY 14209
(716) 881-6500
Year founded: 1972
Published: Monthly
Publisher: Seymour Gerber
Advertising Director: Alan Winter
Other key contacts: Gordon Russell, Senior Vice President

Editorial Description: Delta Sky is a national magazine edited for the passengers on Delta flights. Articles include human interest, travel, sports, personality interviews, arts, book review, special features and hi-tech/computer column each month.

Primary SRDS Classification No. 1

Dun's Business Month

Dun & Bradstreet Publications Corporation
875 Third Avenue
New York, NY 10022
(212) 605-9458
Year founded: 1893
Published: Monthly

Publisher: Robert A. Potts
Advertising Director: Robert A. Potts

Editorial Description: Dun's Business Month is edited for corporate management. Its editorial purpose is to provide a comprehensive monthly recap and analysis of current events in finance, government, and business that will have long-term impact on its readers' business and personal affairs. Utilizing a completely departmentalized format, the magazine covers these subjects in every issue: The Economy, Management, Washington, International, Money & Markets, Technology, Personal Finance and Information Management. Other departments appear as events dictate. These include: Legal Environment, Labor, Transportation, Regional Affairs, etc.

Member: ABC

Primary SRDS Classification No. 8

The Economist

(U.S. Edition)

The Economist Newspaper Ltd.
10 Rockefeller Plaza, 12th Floor
New York, NY 10020
(212) 541-5730
Year founded: 1843
Published: Weekly; 51 issues per year

Advertising Director: Sandra Ourusoff, Senior Vice President
Other key contacts: Kate Dobson, U.S. Edition Sales Manager; Bill Kanzer, Mid-West Manager, Chicago Office

Editorial Description: The Economist is international in editorial scope. Each week it reports, comments upon and analyzes developments in world politics, business, economics and finance, with regular edit departments including: American Survey, Europe and the European Common Market, International Report, Britain, Business Briefs, International Business, Finance and Books. In addition, monthly special surveys focus on specific countries, markets or industries.

Member: ABC

Primary SRDS Classification No. 8

Financial World

The Magazine for Investors

Financial World Partners
1450 Broadway
New York, NY 10018
(212) 869-1616
Year founded: 1902
Published: 26x per year

Publisher: Douglas McIntyre
Advertising Director: Thomas Braun
Other key contacts: Mark Meagher, Chairman; Kermit Lansner, Editor in Chief

Editorial Description: Financial World's editorial is about investment opportunities presented by today's multifaceted financial markets. It is a magazine for investors, both individual and professional. Each issue of Financial World contains articles on companies, industries, and other specific investment situations, plus features on investment trends and profiles of financial professionals. There are also regular columns and a va-▶

Figures are FOLIO estimates for the calendar year 1984.

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riety of departments carrying investment news and statistics. Every other issue contains Financial World's Appraisal section rating 3,000 securities.

Member: ABC

Primary SRDS Classification No. 8

Frequent Flyer

Travel Magazines Division, Official Airline Guides, Inc.
888 Seventh Avenue
New York, NY 10106
(212) 977-8300
Year founded: 1980
Published: Monthly

Publisher: Martin B. Deutsch
Associate Publisher: Arnie Green, Director of Marketing
Other key contacts: Ralph Erardy, Advertising Manager

Editorial Description: Frequent Flyer is edited for high-income executives and professionals who travel regularly on business. Articles are oriented to service, and focus on airline, hotel and car rental services for business travelers, on developments in cities with high business-travel traffic, and on ideas for coping with frequent travel. Also covered are topics on upper-income lifestyles, personal investments, tax planning and health and fitness.

Primary SRDS Classification No. 8

Harvard Business Review

Harvard Graduate School of Business Administration
Soldiers Field
Boston, MA 02163
(617) 495-6182
Year founded: 1922
Published: Bimonthly

Publisher: Thomas King, Vice President
Advertising Director: Harold F. Ellsworth
Other key contacts: William A. Janowsky, General Manager; Jane H. Fuller, Advertising Production Manager

Editorial Description: Harvard Business Review publishes articles on a broad range of management topics. Articles can be broadly classified as either expositions of current business practice or designed to stretch the business executive's thinking.

Member: ABC

Primary SRDS Classification No. 8

Los Angeles Magazine

Los Angeles Magazine, Inc.
1888 Century Park East #920
Los Angeles, CA 90067
(213) 557-7592
Year founded: 1961
Published: Monthly

Publisher: Bert Pucci
Advertising Director: Nicki Campbell

Editorial Description: Los Angeles Magazine is a guide to getting the most out of life in the Southern California area. It reports and comments on local problems and pleasures; trends and provocative new ideas; emerging personalities and life styles, and on the people and events shaping or affecting the reader's environment. It previews or critiques restaurants, theater, entertainment, weekend trips and vacations; TV and films; sports, art, books, leisure activities and worthwhile events.

Member: ABC

Primary SRDS Classification No. 30A

M

The Civilized Man

Fairchild Publications
Capital Cities Media, Inc.
7 East 12th Street
New York, NY 10003
(212) 741-4000
Year founded: 1983
Published: Monthly

Publisher: Eugene F. Fahy
Advertising Director: Jocelyn McCormick, Assistant Publisher
Other key contacts: John B. Fairchild, Chairman; Michael Coady, Senior Vice President; Thomas Moran, Executive Editor & Associate Publisher

Editorial Description: M is a magazine for the successful, sophisticated man who seeks quality, and exudes "style," in every aspect of his life. The civilized man is active, affluent and ever-acquiring; serious both about his work and how he spends his leisure time. M is international both in scope and perspective. From the finest chateaus in France to the finest stores in America . . . to the pursuit of life in Australia's outback . . . M profiles the art of living well, in its own inimitable style, each month.

Member: ABC

Primary SRDS Classification No. 30

Motor Boating & Sailing

Hearst Magazines
224 West 57th Street
New York, NY 10019
(212) 262-5700
Year founded: 1907
Published: Monthly

Publisher: Robert J. O'Connor
Advertising Director: David B. Fales

Editorial Description: Motor Boating & Sailing is edited for owners of larger powerboats and sailboats. The magazine's editorial content is aimed at helping readers get more enjoyment out of boats and boating by providing information about the sport as well as entertainment, practical and lifestyle instruction. News of people, places, products, events, and technological developments and trends are reported regularly. Articles deal with cruising aboard both power and sailboats. Sailing, sportfishing, water sports, safety, maintenance, and marine technology. Regular departments deal with sportfishing, seamanship, electronics, engines, boat maintenance, cooking and entertaining aboard.

Member: ABC

Primary SRDS Classification No. 6

Pan Am Clipper

East/West Network, Inc.
34 East 51st Street
New York, NY 10022
(212) 888-5900
Year founded: 1961
Published: Monthly

Publisher: Fred R. Smith
Advertising Director: Frank J. Colonna

Editorial Description: Pan Am Clipper selects products, places, arts, personalities which measure up to an international definition of World Class. Provocative articles on art, latest technological developments, business trends, fashion, sports, foods and travel provide the reader with inside information. "Clipper Panorama" features special events as well as the latest gadgets, scientific discoveries, theater, culinary happenings and untold art treasures.

Member: BPA
Primary SRDS Classification No. 1

Philadelphia Magazine

Metrocorp
1500 Walnut Street
Philadelphia, PA 19102
(215) 545-3500
Year founded: 1908
Published: Monthly

Publisher: Orlin Davis
Advertising Director: Ralph Gianatasio

Editorial Description: Philadelphia Magazine is edited for the area's community leaders and their families. It provides topical, in-depth reports on crucial and controversial issues confronting the region, plus critical reviews of the cultural, sports and entertainment scene. Articles from law enforcement to fashion, voting trends to travel, transportation to theatre, also background studies of the area's newsmakers.

Member: ABC, CRMA
Primary SRDS Classification No. 30A

The Quarter Horse Journal

American Quarter Horse Association
2701 I-40 East
P.O. Box 32470
Amarillo, TX 79120
(806) 376-4811
Year founded: 1948
Published: Monthly

Advertising Director: Doug Hayes
Other key contacts: Carolyn Watson, Assistant Director of Advertising; Laurey Wright, Advertising Assistant

Editorial Description: The Quarter Horse Journal's editorial content is essentially non-fictional, containing factual articles of interest to those who own, train, breed, exhibit and race AQHA registered Quarter Horses. Lead articles may be concerned with individuals, either human or equine, associated with the breed; articles on training practices; veterinary advances; equine research reports; or breeding farm procedures. Various departments are devoted to youth activities, race results, show results, sale reports, dates of future shows, races and sales. "On The Agenda" informs readers of official actions and rulings of the American Quarter Horse Association.

Member: ABC
Primary SRDS Classification No. 25

San Diego Magazine

San Diego Magazine Publishing Company, Inc.
4206 W. Point Loma Blvd.
P.O. Box 85409
San Diego, CA 92138
(619) 225-8953

(Continued on page 196)▶

Automotive

Market Highlights

CIRCULATION:

SUBS ACCELERATE, NEWSSTAND STALLS

Easyriders, revving 36% ahead of last year, tops sub gains. *AutoWeek* takes the checkered flag at newsstands, scoring a whopping 58.5% increase. But *Four Wheel & Off-Road* beats the competition in overall circulation gains with a 13.8% lift.

AD PAGES:

AUTOWEEK RUNS MOST PAGES

With 512 pages, *Popular Hot Rodding* leads the field in page gains, up 20.3% vs. 1983. But in total ad pages, the top finishers are *AutoWeek* with 1,588 pages, followed by *Road & Track* and *Car and Driver* with 1,250 and 1,084 pages respectively.

REVENUE:

INDUSTRY'S HEALTH INJECTS DOUBLE-DIGIT INCREASES

Wheel to wheel with Detroit, this category ends the year with a very healthy revenue picture. All but one book fattens total revenue coffers. Six books record double-digit increases, led by *4 Wheel & Off-Road* at 29%. Nine of the 13 titles report double-digit increases in ad revenue with *Popular Hot Rodding* (number two gainer) and *Easyriders* (number three) moving way up the list compared with last year's growth. All titles up sub dollars with *4 Wheel* (up 26.2%) and *Popular Hot Rodding* (23.1%) a close number one and number two. Although newsstand circ losses hurt single-copy dollars for half the titles, *AutoWeek* clocks a dramatic 58.5% boost in newsstand revenues, followed by *Car and Driver* at 32.5%.

AUTOMOTIVE

Ad Pages

1	AutoWeek	1,588
2	Road & Track	1,250
3	Car and Driver	1,084
4	Four Wheeler Magazine	980
5	4 Wheel & Off-Road	889
6	Car Craft	868
7	Motor Trend	801
8	Hot Rod	735
9	Cycle World	609
10	Cycle	525
11	Popular Hot Rodding	521
12	Motorcyclist	418
13	Easyriders	250
	Total	**10,518**

% Chg. Ad Pages

	1984 vs. 1983	%
1	Popular Hot Rodding	20.3
2	Easyriders	17.4
3	4 Wheel & Off-Road	10.2
4	Hot Rod	7.7
5	AutoWeek	5.8
6	Road & Track	3.7
7	Car and Driver	1.8
8	Motor Trend	1.8
9	Car Craft	1.0
10	Motorcyclist	0.5
11	Cycle World	0.3
12	Four Wheeler Magazine	ne
13	Cycle	– 23.2

Net Chg. Ad Pages

	1984 vs. 1983	
1	Popular Hot Rodding	88
2	AutoWeek	87
3	4 Wheel & Off-Road	83
4	Hot Rod	52
5	Road & Track	44
6	Easyriders	37
7	Car and Driver	19
8	Motor Trend	14
9	Car Craft	9
10	Cycle World	2
11	Motorcyclist	2
12	Four Wheeler Magazine	ne
13	Cycle	– 159
	Total	**278**

Avg. Ad Pages/Copy

1	Road & Track	104
2	Car and Driver	90
3	Four Wheeler Magazine	82
4	4 Wheel & Off-Road	74
5	Car Craft	72
6	Motor Trend	67
7	Hot Rod	61
8	Cycle World	51
9	Cycle	44
10	Popular Hot Rodding	43
11	Motorcyclist	35
12	AutoWeek	31
13	Easyriders	21

Ad Revenue

		$000
1	Car and Driver	27,491
2	Road & Track	24,745
3	Motor Trend	18,514
4	Hot Rod	11,924
5	Cycle	7,559
6	Cycle World	6,638
7	Car Craft	6,549
8	AutoWeek	6,184
9	4 Wheel & Off-Road	4,242
10	Motorcyclist	2,712
11	Four Wheeler Magazine	2,492
12	Popular Hot Rodding	2,276
13	Easyriders	650
	Total	**121,976**

% Chg. Ad Revenue

	1984 vs. 1983	%
1	4 Wheel & Off-Road	36.9
2	Popular Hot Rodding	30.7
3	Easyriders	26.0
4	AutoWeek	24.8
5	Cycle World	22.6
6	Car and Driver	18.8
7	Road & Track	18.6
8	Motor Trend	14.8
9	Hot Rod	13.2
10	Car Craft	4.8
11	Four Wheeler Magazine	ne
12	Motorcyclist	– 1.7
13	Cycle	– 21.5

Net Chg. Ad Revenue

	1984 vs. 1983	$000
1	Car and Driver	4,355
2	Road & Track	3,876
3	Motor Trend	2,382
4	Hot Rod	1,392
5	AutoWeek	1,229
6	Cycle World	1,223
7	4 Wheel & Off-Road	1,143
8	Popular Hot Rodding	534
9	Car Craft	303
10	Easyriders	134
11	Four Wheeler Magazine	ne
12	Motorcyclist	– 47
13	Cycle	– 2,069
	Total	**14,455**

Avg. Edit. Pgs./Copy

1	Four Wheeler Magazine	99
2	Road & Track	90
3	Easyriders	85
4	Motor Trend	73
5	Car and Driver	65
6	4 Wheel & Off-Road	63
7	Hot Rod	63
8	Popular Hot Rodding	63
9	Motorcyclist	59
10	Cycle	55
11	Cycle World	55
12	Car Craft	54
13	AutoWeek	23

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n/a = not applicable
ne = not estimated

MAGAZINE PROFILES

AutoWeek

Crain Communications Inc.
1400 Woodbridge Avenue
Detroit, MI 48207
(313) 446-6000
Year founded: 1957
Published: Weekly

Publisher: Keith E. Crain
Associate Publisher: Richard A. Hinson, Editorial Director
Advertising Director: Timothy D. Hartge
Other key contacts: M. Reid MacGuidwin, Director of Marketing; Ronald P. Carron, Sales Promotion Manager

Editorial Description: AutoWeek is edited for the enthusiast involved with motoring. Editorial covers current news as well as driving impressions, features, vignettes and major motorsport events. There are columnists who touch on serious and humorous issues and a Forum that has been a soapbox for industry leaders, sanctioning body principals, government spokesmen, and enthusiasts with something they want to say.

Member: ABC

Primary SRDS Classification No. 3

Car and Driver

CBS Magazines
One Park Avenue
New York, NY 10016
(212) 503-3948
Year founded: 1956
Published: Monthly

Publisher: Donald H. Hufford, Vice President
Other key contacts: Melvin S. Berger, Marketing Director

Editorial Description: Car and Driver is edited for automobile enthusiasts, owners and potential owners of a wide range of cars, trucks and automotive accessories. Each issue contains approximately three to four road tests evaluating new cars, plus a selection of features that range from light humor to serious analyses of the automobile's place in modern society. Regular departments include a "For Your Information" news section, personality column, section devoted to motor racing, book reviews and regular columns by individual authors. Approximately one third of the editorial content is devoted to product evaluation, one third to departments and columns and one third to general features.
Member: ABC

Primary SRDS Classification No. 3

Car Craft

Petersen Publishing Company
8490 Sunset Boulevard
Los Angeles, CA 90069
(213) 657-5100
Year founded: 1953
Published: Monthly

Publisher: James G. Adolph
Group Publisher: John Dianna
Advertising Director: Peter F. Clancey, Senior Vice President
Other key contacts: Los Angeles: Ralph Panico, Western Advertising Director; New York: Tony Coelho, Eastern Advertising Director

Editorial Description: Car Craft is edited for the drag racing and high-performance automobile enthusiast. Regular features include performance tests of domestic cars, drag racing coverage, personality profiles, "how-to's" on auto maintenance and performance modifications, car features and examinations of new speed and safety equipment.

Member: ABC

Primary SRDS Classification No. 3

Cycle

CBS Magazines
3460 Wilshire Blvd.
Los Angeles, CA 90010
(213) 387-2100
Year founded: 1952
Published: Monthly

Publisher: James Frahm, Vice President
Advertising Director: Jack Kohr, Associate Publisher

Editorial Description: Cycle is edited to inform on the performance and the technical aspects of new motorcycles of various types and of other new products and accessories of interest to motorcyclists, on industry practices that affect the general consumer, on competition (both on- and off-road), and includes features of general interest to American motorcyclists.

Member: ABC
Primary SRDS Classification No. 31A

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Figures are Folio estimates for the calendar year 1984

AUTOMOTIVE
Continued

Average Circulation

1	Hot Rod	860,246
2	Car and Driver	854,324
3	Motor Trend	767,774
4	Road & Track	740,115
5	Car Craft	427,256
6	Cycle	427,261
7	Easyriders	379,256
8	Cycle World	356,858
9	4 Wheel & Off-Road	300,529
10	Popular Hot Rodding	265,248
11	Motorcyclist	223,327
12	Four Wheeler Magazine	187,826
13	AutoWeek	143,160
	Total	**5,933,180**

% Chg. Avg. Circ.

1984 vs. 1983		%
1	4 Wheel & Off-Road	13.8
2	AutoWeek	10.9
3	Hot Rod	7.5
4	Car and Driver	6.8
5	Car Craft	6.8
6	Popular Hot Rodding	4.5
7	Road & Track	1.7
8	Motorcyclist	1.2
9	Four Wheeler Magazine	ne
10	Motor Trend	– 0.3
11	Cycle	– 2.6
12	Cycle World	– 5.0
13	Easyriders	– 8.5

Net Chg. Avg. Circ.

1984 vs. 1983		
1	Hot Rod	59,966
2	Car and Driver	54,069
3	4 Wheel & Off-Road	36,547
4	Car Craft	27,112
5	AutoWeek	14,123
6	Road & Track	12,182
7	Popular Hot Rodding	11,429
8	Motorcyclist	2,548
9	Four Wheeler Magazine	ne
10	Motor Trend	– 2,278
11	Cycle	– 11,417
12	Cycle World	– 18,731
13	Easyriders	– 35,363
	Total	**150,187**

Avg. Total Pgs./Copy

ad pages + edit. pages		
1	Road & Track	194
2	Four Wheeler Magazine	181
3	Car and Driver	156
4	Motor Trend	140
5	4 Wheel & Off-Road	137
6	Car Craft	127
7	Hot Rod	125
8	Easyriders	106
9	Popular Hot Rodding	106
10	Cycle World	105
11	Cycle	99
12	Motorcyclist	94
13	AutoWeek	53

Total Revenue

ad rev. + circ. rev.		$000
1	Car and Driver	40,129
2	Road & Track	36,411
3	Motor Trend	27,711
4	Hot Rod	23,025
5	Car Craft	12,805
6	Cycle	12,383
7	Cycle World	10,811
8	Easyriders	9,960
9	AutoWeek	9,378
10	4 Wheel & Off-Road	9,029
11	Popular Hot Rodding	6,913
12	Four Wheeler Magazine	6,370
13	Motorcyclist	5,190
	Total	**210,115**

% Chg. Total Revenue

1984 vs. 1983		%
1	4 Wheel & Off-Road	29.0
2	AutoWeek	21.4
3	Car and Driver	20.9
4	Road & Track	12.7
5	Cycle World	11.3
6	Motor Trend	10.1
7	Popular Hot Rodding	9.2
8	Hot Rod	9.0
9	Car Craft	5.3
10	Motorcyclist	2.9
11	Easyriders	0.0
12	Four Wheeler Magazine	ne
13	Cycle	– 15.9

Subscription Revenue

		$000
1	Car and Driver	6,112
2	Road & Track	6,103
3	Hot Rod	4,700
4	Motor Trend	4,506
5	AutoWeek	2,968
6	Cycle	2,857
7	Cycle World	2,379
8	Car Craft	2,052
9	4 Wheel & Off-Road	1,399
10	Motorcyclist	1,109
11	Easyriders	954
12	Popular Hot Rodding	775
13	Four Wheeler Magazine	693
	Total	**36,607**

% Chg. Sub. Revenue

1984 vs. 1983		%
1	4 Wheel & Off-Road	26.2
2	Popular Hot Rodding	23.1
3	Car Craft	19.0
4	Car and Driver	18.9
5	Easyriders	16.3
6	Hot Rod	13.5
7	AutoWeek	12.9
8	Cycle	6.6
9	Motor Trend	5.9
10	Motorcyclist	5.0
11	Road & Track	3.3
12	Cycle World	1.0
13	Four Wheeler Magazine	ne

▶

n/a = not applicable
ne = not estimated

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VIA SATELLITE

It works every day!

Source SMRB 1984

AUTOMOTIVE

Continued

Avg. Subscrip. Circ.

1	Car and Driver	612,645
2	Hot Rod	555,454
3	Motor Trend	551,792
4	Road & Track	475,248
5	Cycle	317,967
6	Cycle World	257,155
7	Car Craft	227,070
8	4 Wheel & Off-Road	153,495
9	Motorcyclist	147,277
10	AutoWeek	139,688
11	Popular Hot Rodding	83,450
12	Four Wheeler Magazine	76,334
13	Easyriders	75,193
	Total	**3,672,768**

% Chg. Avg. Sub. Circ.

	1984 vs. 1983	%
1	Easyriders	36.0
2	Popular Hot Rodding	23.8
3	Car Craft	19.0
4	4 Wheel & Off-Road	17.0
5	Hot Rod	12.7
6	AutoWeek	10.1
7	Car and Driver	9.3
8	Cycle	4.4
9	Road & Track	2.4
10	Motor Trend	1.6
11	Four Wheeler Magazine	ne
12	Motorcyclist	– 3.5
13	Cycle World	– 3.9

Net Chg. Avg. Sub. Circ.

	1984 vs. 1983	
1	Hot Rod	62,669
2	Car and Driver	52,280
3	Car Craft	36,262
4	4 Wheel & Off-Road	22,294
5	Easyriders	19,924
6	Popular Hot Rodding	16,023
7	Cycle	13,287
8	AutoWeek	12,841
9	Road & Track	11,086
10	Motor Trend	8,940
11	Four Wheeler Magazine	ne
12	Motorcyclist	– 5,299
13	Cycle World	– 10,330
	Total	**239,977**

Newsstand Revenue

		$000
1	Easyriders	8,356
2	Car and Driver	6,525
3	Hot Rod	6,401
4	Road & Track	5,562
5	Motor Trend	4,691
6	Car Craft	4,204
7	Popular Hot Rodding	3,861
8	4 Wheel & Off-Road	3,388
9	Four Wheeler Magazine	3,184
10	Cycle	1,967
11	Cycle World	1,795
12	Motorcyclist	1,369
13	AutoWeek	226
	Total	**51,529**

Avg. Newsstand Circ.

1	Hot Rod	304,792
2	Easyriders	304,063
3	Road & Track	264,867
4	Car and Driver	241,679
5	Motor Trend	215,982
6	Car Craft	200,186
7	Popular Hot Rodding	181,799
8	4 Wheel & Off-Road	147,034
9	Four Wheeler Magazine	111,493
10	Cycle	109,294
11	Cycle World	99,703
12	Motorcyclist	76,050
13	AutoWeek	3,472
	Total	**2,260,414**

% Chg. Avg. News. Circ.

	1984 vs. 1983	%
1	AutoWeek	58.5
2	Motorcyclist	11.5
3	4 Wheel & Off-Road	10.7
4	Car and Driver	0.7
5	Road & Track	0.4
6	Four Wheeler Magazine	ne
7	Hot Rod	– 0.9
8	Popular Hot Rodding	– 2.5
9	Car Craft	– 4.4
10	Motor Trend	– 4.9
11	Cycle World	– 7.8
12	Easyriders	– 15.4
13	Cycle	– 18.4

Net Chg. Avg. News. Circ.

	1984 vs. 1983	
1	4 Wheel & Off-Road	14,253
2	Motorcyclist	7,847
3	Car and Driver	1,788
4	AutoWeek	1,282
5	Road & Track	1,096
6	Four Wheeler Magazine	ne
7	Hot Rod	– 2,703
8	Popular Hot Rodding	– 4,594
9	Cycle World	– 8,401
10	Car Craft	– 9,151
11	Motor Trend	– 11,218
12	Cycle	– 24,703
13	Easyriders	– 55,287
	Total	**– 89,791**

% Chg. News. Revenue

	1984 vs. 1983	%
1	AutoWeek	58.5
2	Car and Driver	32.5
3	4 Wheel & Off-Road	21.5
4	Motorcyclist	11.5
5	Road & Track	0.4
6	Car Craft	0.2
7	Four Wheeler Magazine	ne
8	Hot Rod	–0.9
9	Motor Trend	–1.7
10	Popular Hot Rodding	–2.5
11	Easyriders	–3.1
12	Cycle World	–7.8
13	Cycle	– 18.4

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n/a = not applicable
ne = not estimated

MAGAZINE PROFILES

Cycle World

CBS Magazines
1499 Monrovia Avenue
Newport Beach, CA 91663
(714) 720-5300
Year founded: 1962
Published: Monthly

Publisher: James A. Hansen
Other key contacts: Dennis Murphy, Eastern Advertising Manager; Larry Little, Western Advertising Manager; Bill Reis, Western Advertising Manager; Jim Main, Detroit Auto Advertising Manager

Editorial Description: Cycle World magazine is an editorial blend of information and entertainment about motorcycles and the various types of riding. Street, dirt, and dual-purpose machines are included in Cycle World's coverage. Each month Cycle World offers information on tests in the motorcycle field, which include aftermarket parts and accessories. Along with these technical articles is a mix of competition coverage, personality profiles, apparel features, travel articles, nostalgia, and humor.

Member: ABC

Primary SRDS Classification No. 31A

Easyriders

Paisano Publications, Inc.
Box 52
Malibu, CA 90265
(818) 889-8740
Year founded: 1971
Published: Monthly

Publisher: Lou Kimzey
Advertising Director: Bob Kimzey
Other key contacts: Lizette Hotinger, Advertising Assistant

Editorial Description: Easyriders specializes in entertainment for the adult male custom motorcycle enthusiast. Concentrates on "entertainment" and not technical reports, road tests. Easyriders offers fiction, special interest articles, humor, girls, color layouts featuring exceptional bikes, and a variety of material.

Member: ABC

Primary SRDS Classification No. 31A

4 Wheel & Off-Road

Petersen Publishing Company
8490 Sunset Boulevard
Los Angeles, CA 90069
(213) 657-5100
Year founded: 1977
Published: Monthly

Publisher: Michael Anson
Advertising Director: Peter F. Clancey, Senior Vice President
Other key contacts: Los Angeles: Ralph Panico, Western Advertising Director; New York: Tony Coelho, Eastern Advertising Director; Chicago: William J. Walker, Midwestern Advertising Director

Editorial Description: 4 Wheel & Off-Road is edited for the outdoor enthusiast who is interested in both two- and four-wheel drive recreational vehicles. On- and off-road evaluations of new vehicles, including trail motorcycles, are regularly featured, as are detailed technical how-to's for the do-it-yourselfer. Each issue also contains travel stories designed to show the enthusiast new places to visit with his vehicle. Major off-road racing events are covered, new products are explained, and driving and buying tips are established features.

Member: ABC

Primary SRDS Classification No. 3

Four Wheeler

Four Wheeler Publishing Company
6728 Eton
P.O. Box 7116
Canoga Park, CA 91303
(818) 992-4777
Year founded: 1962
Published: Monthly

Publisher: David M. Cohen
Advertising Director: Susan Leibow
Other key contacts: Doug Weaver, Advertising Manager

Editorial Description: Four Wheeler caters directly to the technical and entertainment interests of off-road enthusiasts. Readers are treated every month to full-color coverage of performance features, technical how-to's, new-vehicle and new-tire tests, top-sanctioned competition, travel and adventure features, new-product evaluations, and

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Figures are FOLIO estimates for the calendar year 1984.

AUTOMOTIVE

Continued

do-it-yourself articles for beginning as well as veteran off-roaders.

Member: ABC

Primary SRDS Classification No. 3

Hot Rod

Petersen Publishing Company
8490 Sunset Boulevard
Los Angeles, CA 90069
(213) 657-5100
Year founded: 1948
Published: Monthly

Publisher: John Dianna
Group Publisher: John Dianna
Advertising Director: Peter F. Clancey, Senior Vice President
Other key contacts: Los Angeles: Ralph Panico, Western Advertising Director; New York: Tony Coelho, Eastern Advertising Director

Editorial Description: Hot Rod Magazine is written for men with interest in automotive machinery. Primary editorial concerns modifications they can perform to improve the performance and appearance of their own vehicles. Editorial includes pictorial features on the Street Rod and Street Machine world, rod tips, technical reports, high performance product reports, engine articles, testing of new domestic and import cars, and "Project Car" series. Covers drag racing, including event coverage and tech exams of winning cars.

Member: ABC

Primary SRDS Classification No. 3

Motorcyclist

Petersen Publishing Company
8490 Sunset Boulevard
Los Angeles, CA 90069
(213) 657-5100
Year founded: 1912
Published: Monthly

Publisher: Richard P. Lague
Advertising Director: Peter F. Clancey, Senior Vice President
Other key contacts: Los Angeles: Ralph Panico, Western Advertising Director; New York: Tony Coelho, Eastern Advertising Director

Editorial Description: Motorcyclist is edited by experienced riders and motorcycle journalists for readers with an active interest in pleasure riding, competition and mechanics. Regular features include articles on motorcycle design, custom machines, latest models, new accessories, do-it-yourself mechanical procedure as well as extensive road testing and coverage of racing events.

Member: ABC
Primary SRDS Classification No. 31A

Motor Trend

Petersen Publishing Company
8490 Sunset Boulevard
Los Angeles, CA 90069
(213) 657-5100
Year founded: 1949
Published: Monthly

Publisher: Miles Killoch, Vice President
Advertising Director: Peter F. Clancey, Senior Vice President
Other key contacts: Los Angeles: Ralph Panico, Western Advertising Director; New York: Tony Coelho, Eastern Advertising Director; Detroit: R.E. Brown, Senior Vice President

Editorial Description: Motor Trend is a general interest automotive magazine, featuring domestic, import, and exotic car road tests; antique and classic car features; racing reports; reviews of racing cars; news from inside the auto industry; reports on air pollution control and safety; fuel economy tips; do-it-yourself auto repair advice; super-tuning for better performance; consumer / buyer's guides of auto equipment and accessories; off-road and recreational vehicles; new car styling and engineering details; and driving impressions of new cars before they go on sale.

Member: ABC
Primary SRDS Classification No. 3

Popular Hot Rodding

Argus Publishers Corporation
12301 Wilshire Boulevard
P.O. Box 49659
Los Angeles, CA 90025
(213) 820-3601
Published: Monthly

Publisher: George Elliott
Advertising Director: William R. Lloyd
Other key contacts: Greg Long, Advertising Manager

Editorial Description: Popular Hot Rodding is edited for the automotive enthusiast with an emphasis on performance, bolt-on accessories, replacement parts, safety and the sport of drag racing. Articles covering new products, methods to improve styling, test and analysis of cars, "do it yourself" information, and results of race events are featured regularly. It summarizes new industry accomplishments and future plans.

Member: ABC

Primary SRDS Classification No. 3

Road & Track

CBS Magazines
1499 Monrovia Avenue
Newport Beach, CA 92663
(714) 720-5300
Year founded: 1947
Published: Monthly

Publisher: Richard A. Bartkus
Advertising Director: H. Clifford Parris
Other key contacts: Robert Burton, Eastern Advertising Manager; Philip Burrows, Associate Advertising Director; Rick Bisbee, Chicago Advertising Manager; Thomas Strong, Detroit Advertising Manager; Don Reis, Western Advertising Manager
Editorial Description: Road & Track magazine is written for the automotive enthusiast who truly enjoys cars and driving—and takes them both quite seriously. Road & Track focuses on both import and domestic cars of a sporting nature, ranging from compact sedans to the most exotic sports cars. Editorial emphasis is on automobiles offering performance, economy, efficient designs, and quality engineering. Included as regular features are road tests and driving reports, detailed technical discussions, reports of important international automotive events, biographies of automotive personalities, articles on travel, book reviews, automotive history, humor and fiction. News and opinions on the current international and domestic automotive scene are regularly included.
Member: ABC

Primary SRDS Classification No. 3

THE MAGNET
The new CBS Magazine Network

REACHING MORE THAN 20 MILLION PASSIONATE CONSUMERS.

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We're on a roll! We're roaring toward eight consecutive years of unprecedented ad page growth.

With September up 26.6%, our 1985 nine month ad page volume is the biggest in Parents' history.

Why does Parents keep growing at this phenomenal rate? Simple. Parents delivers the 18–34 woman/mother market with the need, the desire and the spending power to buy more. For herself as a woman. For her family as a mother.

If you want to reach this exciting market, let your Parents give you a hand.

A unique concentration of young mothers.

Black
Market Highlights

CIRCULATION:
ALL TITLES BOOST SUBS

Dual-audience, general-interest *Ebony* continues as the "big book," accounting for one half of this four-book category's total circulation of 3,488,781. Starting with a comparatively small base, *Black Enterprise* does an enterprising job at the newsstand, lifting its single-copy sales by 15.1%. All books lift their sub numbers, led by *Ebony* and *Essence*.

AD PAGES:
THREE OUT OF FOUR BOOKS POST GAINS

This market continues strong with overall page gains. Three books post healthy increases. The healthiest: *Black Enterprise*, up 5.3%. In total pages, *Essence* moves into the number two position, just 85 pages behind number one *Ebony*.

REVENUE:
***BLACK ENTERPRISE* NEARLY SWEEPS GROWTH**

Practicing what it teaches, *Black Enterprise* steals the revenue increase race in three out of four measurements: number one in ad revenue increases, 17.2%; and newsstand revenue gains 15.1%; and total revenue, up 12.3%. *Jet* stops a clean sweep by *BE*, chalking up sub revenue increases larger than those of the other three books combined. *Essence* beats out *Ebony* in total revenue gains, but when added together, the ad revenues of the other three books do not equal that of the "big book," *Ebony*.

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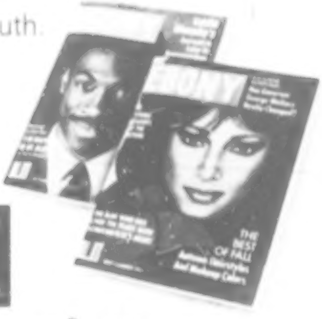
For more information, please call EBONY. New York (212) 586-2911, Chicago (312) 322-9200, Los Angeles (213) 386-5200.

*Bureau of Labor Statistics



BLACK

Ad Pages

1	Ebony	1,100
2	Essence	1,015
3	Jet	973
4	Black Enterprise	764
	Total	**3,852**

% Chg. Ad Pages
1984 vs. 1983

		%
1	Black Enterprise	5.3
2	Essence	4.9
3	Ebony	4.8
4	Jet	– 3.9

Net Chg. Ad Pages
1984 vs. 1983

1	Ebony	50
2	Essence	48
3	Black Enterprise	39
4	Jet	– 40
	Total	**97**

Avg. Ad Pages/Copy

1	Ebony	92
2	Essence	85
3	Black Enterprise	64
4	Jet	19

Ad Revenue

		$000
1	Ebony	32,518
2	Essence	13,383
3	Jet	10,357
4	Black Enterprise	8,752
	Total	**65,010**

% Chg. Ad Revenue
1984 vs. 1983

		%
1	Black Enterprise	17.2
2	Jet	15.1
3	Ebony	11.8
4	Essence	8.4

Net Chg. Ad Revenue
1984 vs. 1983

		$000
1	Ebony	3,429
2	Jet	1,357
3	Black Enterprise	1,284
4	Essence	1,037
	Total	**7,107**

Avg. Edit. Pgs./Copy

1	Ebony	70
2	Essence	68
3	Black Enterprise	57
4	Jet	49

Average Circulation

1	Ebony	1,691,294
2	Jet	851,598
3	Essence	700,395
4	Black Enterprise	245,494
	Total	**3,488,781**

% Chg. Avg. Circ.
1984 vs. 1983

		%
1	Ebony	3.9
2	Black Enterprise	1.0
3	Essence	0.0
4	Jet	– 0.3

Net Chg. Avg. Circ.
1984 vs. 1983

1	Ebony	64,110
2	Black Enterprise	2,319
3	Essence	158
4	Jet	– 2,362
	Total	**64,225**

Avg. Total Pgs./Copy
ad pages + edit. pages

1	Ebony	162
2	Essence	152
3	Black Enterprise	121
4	Jet	68

▶

MAGAZINE PROFILES

Black Enterprise

Earl G. Graves Publishing Co., Inc.
130 Fifth Avenue
New York, NY 10011
(212) 242-8000
Year founded: 1970
Published: Monthly

Publisher: Earl G. Graves
Advertising Director: Verdia Johnson
Other key contacts: Waynett A. Sobers, Jr., Executive Vice President; Larry Hovell, National Advertising Manager, Vicki Salter, Eastern Region Sales Manager

Editorial Description: Black Enterprise is a business-oriented consumer service magazine written for and about black business men and women, professionals, corporate executives and college students. Feature articles range from money management to the operation of various industries and the current economic growth and development of blacks within these industries. Additionally, prominent personalities are interviewed. Black Enterprise also provides readers with regular departments on personal finance, small but successful businesses, blacks moving up in the corporate world, employment opportunities and lifestyle and leisure activities.

Member: ABC, MPA

Primary SRDS Classification No. 8

EBONY

Johnson Publishing Co., Inc.
820 S. Michigan Avenue
Chicago, IL 60605
(312) 322-9200
Year founded: 1945
Published: Monthly

Publisher: John H. Johnson
Advertising Director: Dennis H. Boston, Vice President
Other key contacts: Lincoln T. Hudson, Senior Vice President; H. John Alex, Vice President; Jeff Burns, Vice President

Editorial Description: EBONY is a black-oriented, general, picture magazine dealing primarily with contemporary topics. Feature articles deal with education, history, politics, literature, art, business, personalities, civil rights, sports, entertainment, music and social events. Regular monthly departments include "Speaking of People," "Fashion Fair," "Ebony Book Shelf," "Date With a Dish" (culinary art), "Letters to the Editor," "Backstage," "The Ebony Advisor," and "Strictly For Laughs." The August issue is devoted to an in-depth treatment of one aspect of current life in Black America such as civil rights, youth, segregation.

Member: ABC, PIB
Primary SRDS Classification No. 22

Essence

Essence Communications, Inc.
1500 Broadway
New York, NY 10036
(212) 730-4260
Year founded: 1970
Published: Monthly

Publisher: Ed Lewis
Advertising Director: Dinah Robinson
Other key contacts: Clarence O. Smith, President

Editorial Description: Essence is the magazine for today's Black woman. Edited for career-minded, sophisticated and independent achievers. Essence's editorial is dedicated to helping its readers attain their maximum potential in various lifestyles and roles. The editorial content includes career and educational opportunities; fashion and beauty; investing and money management; health and fitness; parenting; information on home decorating and food; travel; cultural reviews; fiction; and profiles of achievers and celebrities.

Member: ABC
Primary SRDS Classification No. 49

JET

Johnson Publishing Co., Inc.
820 S. Michigan Avenue
Chicago, IL 60605
(312) 322-9200
Published: Weekly

Publisher: John H. Johnson
Advertising Director: Sandy Sims, Vice President
Other key contacts: H. John Alex, Vice President; Norman Davis, Advertising Representative

Editorial Description: JET is a national news and general editorial magazine oriented to the Black Community. Articles deal with hard news and features, sports, fashion, education, Black History, entertainment, business, society, religion and African affairs. Weekly features include: Ticker Tape, U.S.A.; People; Week's Best Photos; Celebrity Beat—New York to Hollywood; plus each issue features a listing of Black performers appearing on network TV shows during the week.

Member: ABC
Primary SRDS Classification No. 36A

BLACK

Continued

Total Revenue

ad rev. + circ. rev.	$000
1 Ebony	54,938
2 Jet	41,210
3 Essence	21,480
4 Black Enterprise	11,321
Total	**128,949**

% Chg. Total Revenue

1984 vs. 1983	%
1 Black Enterprise	12.3
2 Essence	6.9
3 Ebony	6.7
4 Jet	4.7

Subscription Revenue

	$000
1 Jet	18,688
2 Ebony	17,458
3 Essence	4,482
4 Black Enterprise	2,297
Total	**42,925**

% Chg. Sub. Revenue

1984 vs. 1983	%
1 Jet	5.4
2 Essence	1.3
3 Ebony	0.9
4 Black Enterprise	−3.4

Avg. Subscrip. Circ.

1 Ebony	1,455,064
2 Jet	664,438
3 Essence	491,224
4 Black Enterprise	233,278
Total	**2,844,004**

% Chg. Avg. Sub. Circ.

1984 vs. 1983	%
1 Ebony	5.1
2 Essence	2.6
3 Jet	0.7
4 Black Enterprise	0.3

Net Chg. Avg. Sub. Circ.

1984 vs. 1983	
1 Ebony	70,874
2 Essence	12,669
3 Jet	4,784
4 Black Enterprise	714
Total	**89,041**

Newsstand Revenue

	$000
1 Jet	12,165
2 Ebony	4,961
3 Essence	3,614
4 Black Enterprise	271
Total	**21,011**

Avg. Newsstand Circ.

1 Ebony	236,230
2 Essence	209,171
3 Jet	187,160
4 Black Enterprise	12,216
Total	**644,777**

% Chg. Avg. News. Circ.

1984 vs. 1983	%
1 Black Enterprise	15.1
2 Ebony	−2.8
3 Jet	−3.7
4 Essence	−5.6

Net Chg. Avg. News. Circ.

1984 vs. 1983	
1 Black Enterprise	1,604
2 Ebony	−6,765
3 Jet	−7,145
4 Essence	−12,512
Total	**−24,818**

% Chg. News. Revenue

1984 vs. 1983	%
1 Black Enterprise	15.1
2 Essence	8.7
3 Ebony	−2.8
4 Jet	−3.7

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Figures are FOLIO estimates for the calendar year 1984

Bridal

Market Highlights

CIRCULATION:

MARRIAGE INCREASES LIFT CIRCULATION

When yuppies exchange vows, they do it in style. No surprise then that they buy and subscribe to more bridal books in 1984, boosting this two-book market's total to 701,983 copies. *Modern Bride* tops *Bride's* sub performance with a 15% increase, but *Bride's* beats *MB* in overall circulation gains.

AD PAGES:

***BRIDE'S* NEARS 2,000-PAGE MARK**

Bigger book *Bride's* closes in on the 2,000-page mark with 1,911 pages. Although both books record page gains versus year ago—*Bride's* 4.4% and *Modern Bride* 3.2%—their increases fall short of last year's performance.

REVENUE:

TWO BOOKS RECORD ACROSS-THE-BOARD INCREASES

Modern Bride dramatically improves sub revenue with a 25.5% gain, while *Bride's* takes top honors at the newsstand with a 14.3% revenue lift. *Bride's* ad revenue boost, 16.3%, surpasses that of *MB*, and helps it to the number one spot in total revenue gains.

BRIDAL

Ad Pages

1 Bride's	1,911
2 Modern Bride	1,588
Total	**3,499**

% Chg. Ad Pages

1984 vs. 1983

	%
1 Bride's	4.4
2 Modern Bride	3.2

Net Chg. Ad Pages

1984 vs. 1983

1 Bride's	81
2 Modern Bride	49
Total	**130**

Avg. Ad Pages/Copy

1 Bride's	318
2 Modern Bride	265

Ad Revenue

	$000
1 Bride's	22,659
2 Modern Bride	18,365
Total	**41,024**

% Chg. Ad Revenue

1984 vs. 1983

	%
1 Bride's	16.3
2 Modern Bride	8.3

Net Chg. Ad Revenue

1984 vs. 1983

	$000
1 Bride's	3,169
2 Modern Bride	1,415
Total	**4,584**

Avg. Edit. Pgs./Copy

1 Bride's	176
2 Modern Bride	139

Average Circulation

1 Bride's	371,488
2 Modern Bride	330,495
Total	**701,983**

% Chg. Avg. Circ.

1984 vs. 1983

	%
1 Bride's	2.8
2 Modern Bride	−0.4

Net Chg. Avg. Circ.

1984 vs. 1983

1 Bride's	10,268
2 Modern Bride	−1,385
Total	**8,883**

Avg. Total Pgs./Copy

ad pages + edit. pages

1 Bride's	494
2 Modern Bride	403

Total Revenue

ad rev. + circ. rev.

	$000
1 Bride's	30,015
2 Modern Bride	24,910
Total	**54,925**

% Chg. Total Revenue

1984 vs. 1983

	%
1 Bride's	15.6
2 Modern Bride	8.5

Subscription Revenue

	$000
1 Modern Bride	398
2 Bride's	370
Total	**768**

% Chg. Sub. Revenue

1984 vs. 1983

	%
1 Modern Bride	25.5
2 Bride's	2.1

Avg. Subscrip. Circ.

1 Bride's	38,800
2 Modern Bride	37,747
Total	**76,547**

% Chg. Avg. Sub. Circ.

1984 vs. 1983

	%
1 Modern Bride	15.0
2 Bride's	−2.4

Net Chg. Avg. Sub. Circ.

1984 vs. 1983

1 Modern Bride	4,921
2 Bride's	−947
Total	**3,974**

Newsstand Revenue

	$000
1 Bride's	6,986
2 Modern Bride	6,148
Total	**13,134**

Avg. Newsstand Circ.

1 Bride's	332,688
2 Modern Bride	292,748
Total	**625,436**

% Chg. Avg. News. Circ.

1984 vs. 1983

	%
1 Bride's	3.5
2 Modern Bride	−2.1

Net Chg. Avg. News. Circ.

1984 vs. 1983

1 Bride's	11,214
2 Modern Bride	−6,306
Total	**4,908**

% Chg. News. Revenue

1984 vs. 1983

	%
1 Bride's	14.3
2 Modern Bride	8.1

MAGAZINE PROFILES

Bride's

The Conde Nast Publications Inc.
350 Madison Avenue
New York, NY 10017
(212) 880-8800
Year founded: 1934
Published: Bimonthly

Publisher: Elliot Marion
Advertising Director: Edward J. Abramson
Other key contacts: Warren Thomas Wade, Business Manager; Barbara M. Raskin, Director of Marketing & Creative Services

Editorial Description: Bride's is a service magazine for the bride-to-be. It provides information and guidance in planning her wedding, honeymoon and new home. Every issue covers wedding fashions (for the bride, women and men attendants and the mothers-of-the-wedding); trousseaux (lingerie, clothes for her and for him); home furnishings (tabletop, linens, furniture, appliances, accessories, housewares, floor coverings, etc); travel (honeymoons in the United States, Canada, Mexico, nearby islands and Europe). Regular features include etiquette, wedding gifts, beauty, health, food and drink, sociological articles and shopping information.

Member: ABC

Primary SRDS Classification No. 7

Modern Bride

CBS Magazines
One Park Avenue
New York, NY 10016
(212) 503-3800
Year founded: 1949
Published: Bimonthly

Publisher: George E. Morrissey
Advertising Director: Howard Friedberg
Other key contacts: Gail S. Stone, Fashion Advertising Director; Len Seminara, Travel Advertising Director

Editorial Description: Modern Bride is designed as the bride-to-be's guide to planning her wedding, honeymoon, and first home or apartment. Issues cover: (1) bridal fashion (including attendants and mother-of-the bride), travel trousseau and lingerie; (2) home furnishings (tableware, furniture, linens, appliances, housewares, floor coverings, accessories, etc.); (3) honeymoon travel (covering the United States, Canada, Mexico and nearby islands). Additional regular features include personal and beauty care, wedding gifts, etiquette, marital relations, shopping information.

Member: ABC

Primary SRDS Classification No. 7

Figures are FOLIO estimates for the calendar year 1984.

Business & Financial

Market Highlights

CIRCULATION:

MIDDLE-TO-SMALL CIRC BOOKS POST BIGGEST GAINS

Middle-to-smaller-size circulation titles enjoy the biggest overall gains versus year ago. All the top five gainers in subs, newsstand and total circ post double-digit increases. Top honors for sub and total circ gains go to *Inc.* and *Success!*. Less than 6% of the category's total circ is sold at newsstand. However, the majority of titles improve newsstand business, led by *Savvy*, up 21%. Only three books post circulation losses.

AD PAGES:

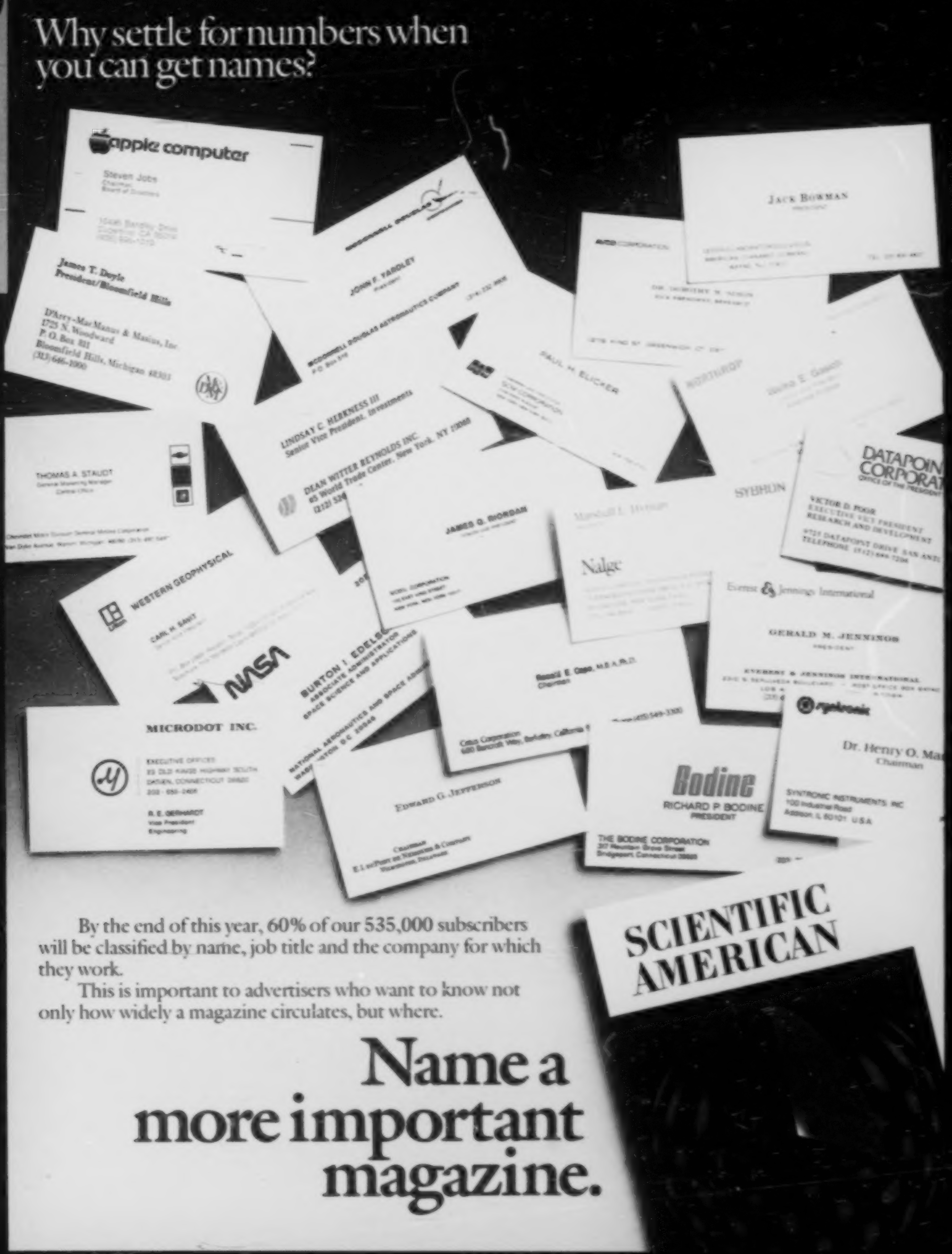
MARKET AVERAGES 11.4% AD GROWTH

Market growth cools somewhat compared to a very strong 1983. However, eight books record double-digit increases, and the market posts an average page gain per title of 11.4%. Steep growth goes to *Venture*, up 31.7%, and *Frequent Flyer*, up 27.5%, but *The Economist* tops all in ad page gains, up 34%.

REVENUE:

ALL BOOKS TAKE CARE OF BUSINESS

Every title records total revenue gains versus 1983 and 13 went double-digit. *Venture* tops ad revenue boosts, up 54.5%, and sub revenue boosts, up 25.2%, but defers at the newsstand to number one revenue gainer, *Crain's Chicago Business*, up 40.7%. The big three titles in this market rake in over two thirds of its total revenue, and number three earner, *Forbes*, is number four in total revenue gains.



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BUSINESS & FINANCIAL

Ad Pages

1	BusinessWeek	4,972
2	Forbes	3,834
3	Fortune	3,486
4	The Economist U.S. Ed.	2,472
5	Crain's Chicago Business	1,631
6	Inc.	1,500
7	Industry Week	1,333
8	Working Woman	1,290
9	California Business	1,089
10	Venture	1,054
11	Scientific American	840
12	Dun's Business Month	821
13	Black Enterprise	764
14	Frequent Flyer	705
15	Savvy	542
16	Financial World	453
17	Nation's Business	432
18	Success!	414
19	High Technology	411
20	Harvard Business Review	373
	Total	28,416

% Chg. Ad Pages

1984 vs. 1983

		%
1	The Economist U.S. Ed.	34.0
2	Venture	31.7
3	Frequent Flyer	27.5
4	High Technology	18.1
5	Nation's Business	16.8
6	Forbes	12.7
7	Scientific American	12.1
8	Inc.	11.7
9	Working Woman	8.5
10	Fortune	7.4
11	Crain's Chicago Business	7.2
12	BusinessWeek	7.1
13	Industry Week	6.9
14	Savvy	5.5
15	Black Enterprise	5.3
16	Financial World	4.4
17	Dun's Business Month	3.3
18	Success!	0.2
19	California Business	ne
20	Harvard Business Review	−4.7

Net Chg. Ad Pages

1984 vs. 1983

1	The Economist U.S. Ed.	627
2	Forbes	433
3	BusinessWeek	331
4	Venture	254
5	Fortune	240
6	Inc.	157
7	Frequent Flyer	152
8	Crain's Chicago Business	110
9	Working Woman	101
10	Scientific American	91
11	Industry Week	86
12	High Technology	63
13	Nation's Business	62
14	Black Enterprise	39
15	Savvy	28
16	Dun's Business Month	26
17	Financial World	19
18	Success!	1
19	California Business	ne
20	Harvard Business Review	−19
	Total	2,801

Avg. Ad Pages/Copy

1	Fortune	134
2	Forbes	132
3	Inc.	125
4	Working Woman	108
5	BusinessWeek	96
6	California Business	91
7	Venture	88
8	Scientific American	70
9	Dun's Business Month	68
10	Black Enterprise	64
11	Harvard Business Review	62
12	Frequent Flyer	59
13	Industry Week	53
14	The Economist U.S. Ed.	48
15	Savvy	45
16	Nation's Business	36
17	High Technology	34
18	Success!	34
19	Crain's Chicago Business	31
20	Financial World	17

▶

n/a = not applicable
ne = not estimated

MAGAZINE PROFILES

Black Enterprise

Earl G. Graves Publishing Co., Inc.
130 Fifth Avenue
New York, NY 10011
(212) 242-8000
Year founded: 1970
Published: Monthly

Publisher: Earl G. Graves
Advertising Director: Verdia Johnson
Other key contacts: Waynett A. Sobers, Jr., Executive Vice President; Larry Hovell, National Advertising Manager; Vicki Salter, Eastern Regional Sales Manager

Editorial Description: Black Enterprise is a business-oriented consumer service magazine written for and about black business men and women, professionals, corporate executives and college students. Feature articles range from money management to the operation of various industries and the current economic growth and development of blacks within these industries. Additionally, prominent personalities are interviewed. Black Enterprise also provides readers with regular departments on personal finance, small but successful businesses, blacks moving up in the corporate world, employment opportunities and lifestyle and leisure activities.

Member: ABC, MPA

Primary SRDS Classification No. 8

BusinessWeek

McGraw-Hill Publications Company
1221 Avenue of the Americas
New York, NY 10020
(212) 512-2000
Published: 51x per year

Publisher: John W. Patten
Advertising Director: Mark Dacey
Other key contacts: A.C. Lynch, Business Director

Editorial Description: BusinessWeek is published for management. Each week it reports the news, the ideas and the trends that have an impact on the economy or on an industry—or that can provide new insights for the business executive in the operation of his own business. Featured departments include Management, Marketing, Labor, Technology, Wall Street, Finance, Transportation, New Products, Government, Research, The Markets, International Business, Business Outlook, International Outlook, Washington Outlook, Figures of the Week, Books, Cities, Names and Faces and Ideas and Trends.
Member: ABC

Primary SRDS Classification No. 8

California Business

California Business News, Inc.
4221 Wilshire Blvd. Ste. 400
Los Angeles, CA 90010
(213) 937-5820
Year founded: 1965
Published: Monthly

Publisher: Hershel D. Sinay, President

Editorial Description: California Business magazine is published for the Western business executive. It contains California business and financial news and commentary on management, labor, industry and economic trends. California Business' regular columns include Business in the West, Real Estate, Business with Pleasure, Hedging Your Dollars, Investing in the West, Small Business, Business & Financial Services and Reader Forum.
Member: ABC

Primary SRDS Classification No. 8

Crain's Chicago Business

Crain Communications Inc.
740 N. Rush
Chicago, IL 60611
(312) 649-5370
Year founded: 1978
Published: Weekly

Publisher: Joe Cappo
Advertising Director: Gloria Scoby
Other key contacts: David Blake, Advertising Manager; Robert Felsenthal, Marketing Director

Editorial Description: Crain's Chicago Business is edited for business persons in the metropolitan Chicago area. The majority of editorial content concerns news stories about various aspects of business and labor activity in the Chicago market. Also contains a special section dealing with the leisure time and entertainment interests of business persons. In addition, the publication offers a number of regular columns on politics, advertising and marketing, real estate and business management.

Member: ABC

Primary SRDS Classification No. 20A

Dun's Business Month

Dun & Bradstreet Publications Corporation
875 Third Avenue
New York, NY 10022
(212) 605-9458
Year founded: 1893
Published: Monthly

Publisher: Robert A. Potts
Advertising Director: Robert A. Potts

Editorial Description: Dun's Business Month is edited for corporate management. Its editorial purpose is to provide a comprehensive monthly recap and analysis of current events in finance, government, and business that will have long-term impact on its readers' business and personal affairs. Utilizing a completely departmentalized format, the magazine covers these subjects in every issue: The Economy, Management, Washington, International, Money & Markets, Technology, Personal Finance and Information Management. Other departments appear as events dictate. These include: Legal Environment, Labor, Transportation, Regional Affairs, etc.

Member: ABC

Primary SRDS Classification No. 8

Figures are FOLIO estimates for the calendar year 1984.

BUSINESS & FINANCIAL

Continued

Ad Revenue

		$000
1	BusinessWeek	134,782
2	Fortune	111,679
3	Forbes	109,729
4	Inc.	34,991
5	Working Woman	18,831
6	Industry Week	17,113
7	Scientific American	17,136
8	The Economist U.S. Ed.	10,883
9	Dun's Business Month	10,781
10	Venture	10,782
11	Nation's Business	8,969
12	Black Enterprise	8,752
13	Crain's Chicago Business	7,848
14	Frequent Flyer	5,554
15	High Technology	5,177
16	Savvy	4,684
17	California Business	4,561
18	Financial World	3,073
19	Harvard Business Review	2,828
20	Success!	2,011
	Total	**580,164**

% Chg. Ad Revenue

	1984 vs. 1983	%
1	Venture	54.5
2	Frequent Flyer	47.4
3	The Economist U.S. Ed.	45.6
4	Inc.	39.1
5	Working Woman	30.4
6	Forbes	29.9
7	High Technology	25.7
8	Crain's Chicago Business	21.4
9	Industry Week	19.8
10	BusinessWeek	18.3
11	Black Enterprise	17.2
12	Scientific American	17.0
13	Nation's Business	16.3
14	Fortune	15.1
15	Success!	14.9
16	Financial World	12.0
17	Dun's Business Month	11.3
18	Savvy	9.6
19	Harvard Business Review	6.3
20	California Business	ne

Net Chg. Ad Revenue

	1984 vs. 1983	$000
1	BusinessWeek	28,574
2	Forbes	25,270
3	Fortune	14,673
4	Inc.	9,833
5	Working Woman	4,387
6	Venture	3,802
7	The Economist U.S. Ed.	3,410
8	Industry Week	2,829
9	Scientific American	2,484
10	Frequent Flyer	1,786
11	Crain's Chicago Business	1,382
12	Black Enterprise	1,284
13	Nation's Business	1,255
14	Dun's Business Month	1,093
15	High Technology	1,058
16	Savvy	411
17	Financial World	329
18	Success!	261
19	Harvard Business Review	168
20	California Business	ne
	Total	**104,289**

Avg. Edit. Pgs./Copy

1	Harvard Business Review	138
2	Forbes	103
3	Scientific American	99
4	California Business	80
5	Inc.	74
6	Venture	71
7	BusinessWeek	70
8	Financial World	64
9	Dun's Business Month	63
10	Frequent Flyer	60
11	Black Enterprise	57
12	Savvy	57
13	High Technology	55
14	Nation's Business	48
15	Industry Week	43
16	Success!	41
17	Crain's Chicago Business	24
18	The Economist U.S. Ed.	ne
19	Fortune	ne
20	Working Woman	ne

Average Circulation

1	Nation's Business	863,515
2	BusinessWeek	856,953
3	Forbes	726,232
4	Fortune	710,022
5	Working Woman	677,518
6	Scientific American	649,253
7	Inc.	526,295
8	High Technology	305,499
9	Savvy	304,835
10	Industry Week	302,506
11	Success!	293,409
12	Dun's Business Month	293,000
13	Venture	287,968
14	Frequent Flyer	285,250
15	Black Enterprise	245,494
16	Harvard Business Review	242,723
17	Financial World	115,539
18	The Economist U.S. Ed.	101,792
19	California Business	56,735
20	Crain's Chicago Business	46,790
	Total	**7,891,328**

% Chg. Avg. Circ.

	1984 vs. 1983	%
1	Inc.	23.6
2	Success!	16.6
3	Working Woman	15.7
4	Venture	12.6
5	Financial World	11.4
6	Nation's Business	5.5
7	The Economist U.S. Ed.	4.8
8	Harvard Business Review	4.0
9	Crain's Chicago Business	3.8
10	Savvy	3.1
11	Dun's Business Month	3.0
12	Fortune	2.0
13	Black Enterprise	1.0
14	Forbes	0.9
15	Industry Week	0.6
16	BusinessWeek	0.5
17	California Business	ne
18	Scientific American	– 2.4
19	High Technology	– 10.5
20	Frequent Flyer	– 11.4

Net Chg. Avg. Circ.

	1984 vs. 1983	
1	Inc.	100,440
2	Working Woman	91,897
3	Nation's Business	45,178
4	Success!	41,726
5	Venture	32,222
6	Fortune	13,685
7	Financial World	11,800
8	Harvard Business Review	9,322
9	Savvy	9,283
10	Dun's Business Month	8,497
11	Forbes	6,793
12	The Economist U.S. Ed.	4,705
13	BusinessWeek	4,132
14	Black Enterprise	2,319
15	Industry Week	1,929
16	Crain's Chicago Business	1,710
17	California Business	ne
18	Scientific American	– 16,156
19	High Technology	– 35,666
20	Frequent Flyer	– 36,716
	Total	**297,100**

Avg. Total Pgs./Copy

	ad pages + edit. pages	
1	Forbes	236
2	Harvard Business Review	200
3	Inc.	199
4	California Business	170
5	Scientific American	169
6	BusinessWeek	166
7	Venture	159
8	Dun's Business Month	131
9	Black Enterprise	121
10	Frequent Flyer	119
11	Savvy	102
12	Industry Week	96
13	High Technology	89
14	Nation's Business	84
15	Financial World	81
16	Success!	75
17	Crain's Chicago Business	56
18	The Economist U.S. Ed.	ne
19	Fortune	ne
20	Working Woman	ne

▶

n/a = not applicable
ne = not estimated

MAGAZINE PROFILES

The Economist

(U.S. Edition)

The Economist Newspaper Ltd.
10 Rockefeller Plaza, 12th Floor
New York, NY 10020
(212) 541-5730
Year founded: 1843
Published: Weekly; 51 issues per year

Advertising Director: Sandra Ourusoff, Senior Vice President
Other key contacts: Kate Dobson, U.S. Edition Sales Manager; Bill Kanzer, Mid-West Manager, Chicago Office

Editorial Description: The Economist is international in editorial scope. Each week it reports, comments upon and analyzes developments in world politics, business, economics and finance, with regular edit departments including: American Survey, Europe and the European Common Market, International Report, Britain, Business Briefs, International Business, Finance and Books. In addition, monthly special surveys focus on specific countries, markets or industries.

Member: ABC
Primary SRDS Classification No. 8

Financial World

The Magazine for Investors

Financial World Partners
1450 Broadway
New York, NY 10018
(212) 869-1616
Year founded: 1902
Published: 26x per year

Publisher: Douglas McIntyre
Advertising Director: Thomas Braun
Other key contacts: Mark Meagher, Chairman; Kermit Lansner, Editor in Chief
Editorial Description: Financial World's editorial is about investment opportunities presented by today's multifaceted financial markets. It is a magazine for investors, both individual and professional. Each issue of Financial World contains articles on companies, industries, and other specific investment situations, plus features on investment trends and profiles of financial professionals. There are also regular columns and a variety of departments carrying investment news and statistics. Every other issue contains Financial World's Appraisal section rating 3,000 securities.

Member: ABC

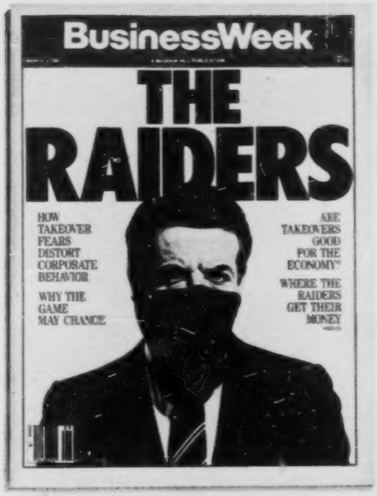
Primary SRDS Classification No. 8

Forbes

Forbes, Inc.
60 Fifth Avenue
New York, NY 10011
(212)620-2200

▶

READ 'EM OR WEEP.



BusinessWeek

THE RAIDERS

HOW TAKEOVER FEARS DISTORT CORPORATE BEHAVIOR

WHY THE GAME MAY CHANGE

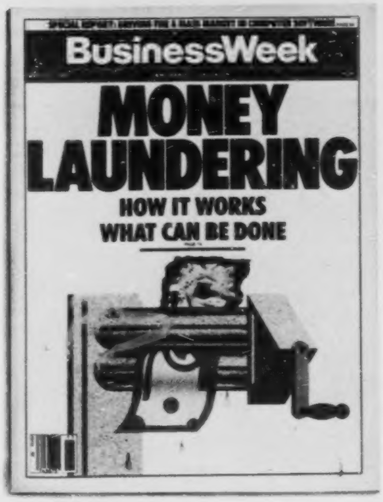
ARE TAKEOVERS GOOD FOR THE ECONOMY?

WHERE THE RAIDERS GET THEIR MONEY

BusinessWeek

THE NEW CORPORATE ELITE

The organization man is dead. He thrived when smokestack America thrived. When airlines, banks, and telephones were highly regulated. When Japan built shoddy cars. When computers were huge and an apple was something you ate. Today, we are in an era of innovation and entrepreneurs—in everything from high tech to financial services. And so a new business elite has emerged. Who are they? Some you know. Others may surprise you...

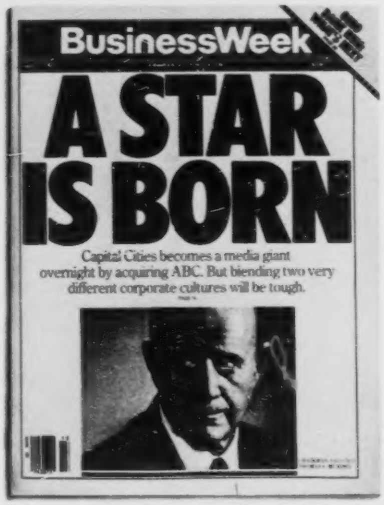


BusinessWeek

MONEY LAUNDERING

HOW IT WORKS

WHAT CAN BE DONE



BusinessWeek

A STAR IS BORN

Capital Cities becomes a media giant overnight by acquiring ABC. But blending two very different corporate cultures will be tough.

If you miss a Business Week, you miss a week of business.

And that's too bad. Because something you missed could well have been news you could have used to make an important point in a meeting. To make a profitable investment. Or to make an upward move in your career.

Because Business Week gives you more than authoritative facts. It brings authoritative analysis and interpretation to the facts. And it helps you anticipate the outcome of current business events.

In fact, no other business magazine combines both news and analysis the way Business Week does. That's one reason why it has two million more readers than any other business magazine.

Readers of Business Week also get more detailed business-targeted editorial content. Because it has more full-time editors than any other business magazine.

What's more, Business Week offers more timely coverage of areas of vital importance to the leaders of business. Because it's the only newsweekly of business.

For you to miss one more issue would be a crying shame.

To subscribe, call 1-800-635-1200.

BusinessWeek
THE VOICE OF AUTHORITY

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BUSINESS & FINANCIAL

Continued

Total Revenue

	ad rev. + circ. rev.	$000
1	BusinessWeek	217,895
2	Fortune	137,615
3	Forbes	137,372
4	Inc.	43,787
5	Scientific American	33,531
6	Working Woman	27,854
7	Nation's Business	18,713
8	The Economist U.S. Ed.	17,966
9	Industry Week	17,113
10	Frequent Flyer	16,251
11	Venture	14,243
12	Black Enterprise	11,321
13	Dun's Business Month	10,997
14	Harvard Business Review	10,323
15	High Technology	10,212
16	Crain's Chicago Business	9,191
17	Savvy	8,015
18	Financial World	6,363
19	Success!	5,448
20	California Business	5,317
	Total	**759,527**

% Chg. Total Revenue

	1984 vs. 1983	%
1	Venture	45.4
2	Inc.	32.5
3	The Economist U.S. Ed.	28.2
4	Forbes	24.6
5	Working Woman	24.6
6	Crain's Chicago Business	20.3
7	Industry Week	19.8
8	Success!	19.1
9	BusinessWeek	16.0
10	Fortune	12.8
11	Financial World	12.6
12	Black Enterprise	12.3
13	Dun's Business Month	10.8
14	Nation's Business	8.0
15	Scientific American	7.0
16	Harvard Business Review	6.8
17	Savvy	5.6
18	High Technology	4.1
19	Frequent Flyer	3.6
20	California Business	ne

Subscription Revenue

		$000
1	BusinessWeek	29,710
2	Forbes	24,506
3	Fortune	23,536
4	Scientific American	12,298
5	Frequent Flyer	10,697
6	Nation's Business	9,720
7	Working Woman	8,303
8	Inc.	7,590
9	Harvard Business Review	7,352
10	The Economist U.S. Ed.	6,111
11	High Technology	4,298
12	Savvy	2,943
13	Financial World	2,932
14	Venture	2,763
15	Success!	2,754
16	Black Enterprise	2,297
17	Crain's Chicago Business	1,183
18	California Business	676
19	Dun's Business Month	216
20	Industry Week	0
	Total	**159,915**

% Chg. Sub. Revenue

	1984 vs. 1983	%
1	Venture	25.2
2	Success!	21.7
3	Working Woman	14.2
4	Financial World	12.9
5	Crain's Chicago Business	11.6
6	The Economist U.S. Ed.	9.9
7	Inc.	7.9
8	Forbes	6.7
9	Harvard Business Review	6.7
10	BusinessWeek	5.0
11	Fortune	4.2
12	Nation's Business	1.4
13	California Business	ne
14	Industry Week	n/a
15	Savvy	− 1.8
16	Scientific American	− 2.4
17	Black Enterprise	− 3.4
18	Dun's Business Month	− 8.9
19	Frequent Flyer	− 10.2
20	High Technology	− 10.4

▶

n/a = not applicable
ne = not estimated

MAGAZINE PROFILES

Year founded: 1917
Published: Biweekly

Publisher: James J. Dunn
Advertising Director: Stephen G. Nicoll

Editorial Description: Forbes is edited for management in U.S. companies, plus professional and private investors in stocks, bonds and other securities. Contains corporate stories, supplemented with tabular statistical documentation. Forbes presents a continuing review of management in big business. Using case histories and intra-industry comparisons, it evaluates management's personality, style and philosophy in meeting the bottom-line challenges of profitability, growth and stock market performance. Each issue features Fact and Comment, Trends, Faces Behind the Figures, Personal Affairs, and a Money and Investments Section wherein columnists report on the Economy, Stocks, Funds and other money markets.

Member: ABC
Primary SRDS Classification No. 8

Fortune

Time Inc.
1271 Avenue of the Americas
New York, NY 10020
(212) 586-1212
Published: Biweekly

Publisher: James B. Hoefer
Associate Publisher: Bill Kenyon
Advertising Director: R. Timothy Leedy

Editorial Description: Fortune is written and edited for management. Fortune provides detailed evaluations of important developments affecting the business community. Articles range from corporation stories to management problems, from national purpose to leisure activities, from science and technology to business personalities. Fortune Forecast reports on the economic outlook; Personal Investing, a review of investment opportunities, and the techniques and theories of investing.

Member: ABC
Primary SRDS Classification No. 8

Frequent Flyer

Travel Magazines Division, Official Airline Guides, Inc.
888 Seventh Avenue
New York, NY 10106
(212) 977-8300
Year founded: 1980
Published: Monthly

Publisher: Martin B. Deutsch
Associate Publisher: Arnie Green, Director of Marketing
Other key contacts: Ralph Erardy, Advertising Manager

Editorial Description: Frequent Flyer is edited for high-income executives and professionals who travel regularly on business. Articles are oriented to service, and focus on airline, hotel and car rental services for business travelers, on developments in cities with high business-travel traffic, and on ideas for coping with frequent travel. Also covered are topics on upper-income lifestyles, personal investments, tax planning and health and fitness.

Primary SRDS Classification No. 8

Harvard Business Review

Harvard Graduate School of Business Administration
Soldiers Field
Boston, MA 02163
(617) 495-6182
Year founded: 1922
Published: Bimonthly

Publisher: Thomas King, Vice President
Advertising Director: Harold F. Ellsworth
Other key contacts: William A. Janowsky, General Manager; Jane H. Fuller, Advertising Production Manager

Editorial Description: Harvard Business Review publishes articles on a broad range of management topics. Articles can be broadly classified as either expositions of current business practice or designed to stretch the business executive's thinking.

Member: ABC

Primary SRDS Classification No. 8

High Technology

High Technology Publishing Corporation
38 Commercial Wharf
Boston, MA 02110
(617) 227-4700
Year founded: 1981
Published: Monthly

Publisher: Bernard A. Goldhirsh
Advertising Director: Frances P. Lawrence
Other key contacts: W. Robert Boris, Associate Publisher; Robert Christian, Regional Ad Manager

Editorial Description: High Technology is edited for technical as well as non-technical senior managers and professionals in business, industry, and government. It reports advances in technology and their potential impact on business. Regular monthly departments include: Perspectives and Updates on technology; Investing in high tech companies; insights about technology and policy from industry/government leaders; Microcomputer technology; and Consumer, Industrial, Business, and Military/Aerospace applications.

Member: ABC

Primary SRDS Classification No. 8

Inc.
The Magazine for Growing Companies

Inc. Publishing Corporation
38 Commercial Wharf
Boston, MA 02110
(617) 227-4700
Year founded: 1979
Published: Monthly

Publisher: J. Peter Huestis
Other key contacts: Joseph C. Page, Jr., Associ-▶

BUSINESS & FINANCIAL

Continued

Avg. Subscrip. Circ.

1	Nation's Business	862,634
2	BusinessWeek	824,398
3	Forbes	690,988
4	Fortune	679,457
5	Working Woman	652,853
6	Scientific American	512,667
7	Inc.	492,800
8	Savvy	288,664
9	Frequent Flyer	285,250
10	High Technology	274,759
11	Venture	264,215
12	Success!	258,478
13	Harvard Business Review	238,469
14	Black Enterprise	233,278
15	Financial World	108,659
16	The Economist U.S. Ed.	94,174
17	California Business	53,583
18	Crain's Chicago Business	36,514
19	Dun's Business Month	7,710
20	Industry Week	0
	Total	**6,859,550**

% Chg. Avg. Sub. Circ.

	1984 vs. 1983	%
1	Inc.	24.0
2	Success!	17.2
3	Working Woman	16.6
4	Venture	14.7
5	Financial World	12.0
6	Crain's Chicago Business	7.4
7	Nation's Business	5.6
8	The Economist U.S. Ed.	5.3
9	Harvard Business Review	3.9
10	Savvy	2.3
11	Fortune	2.0
12	Forbes	0.8
13	BusinessWeek	0.5
14	Black Enterprise	0.3
15	California Business	ne
16	Industry Week	n/a
17	High Technology	– 0.8
18	Scientific American	– 3.2
19	Frequent Flyer	– 11.4
20	Dun's Business Month	– 12.3

Net Chg. Avg. Sub. Circ.

	1984 vs. 1983	
1	Inc.	95,467
2	Working Woman	93,076
3	Nation's Business	45,413
4	Success!	37,967
5	Venture	33,815
6	Fortune	13,509
7	Financial World	11,624
8	Harvard Business Review	8,853
9	Savvy	6,478
10	Forbes	5,576
11	The Economist U.S. Ed.	4,775
12	BusinessWeek	4,129
13	Crain's Chicago Business	2,503
14	Black Enterprise	714
15	California Business	ne
16	Industry Week	n/a
17	Dun's Business Month	– 1,086
18	High Technology	– 2,315
19	Scientific American	– 16,880
20	Frequent Flyer	– 36,716
	Total	**306,902**

Newsstand Revenue

		$000
1	Scientific American	4,098
2	BusinessWeek	3,403
3	Forbes	3,138
4	Fortune	2,400
5	Inc.	1,206
6	The Economist U.S. Ed.	971
7	High Technology	738
8	Venture	698
9	Working Woman	691
10	Success!	683
11	Savvy	388
12	Financial World	358
13	Black Enterprise	271
14	Crain's Chicago Business	160
15	Harvard Business Review	143
16	California Business	80
17	Nation's Business	24
18	Dun's Business Month	0
19	Frequent Flyer	0
20	Industry Week	0
	Total	**19,450** ▶

n/a = not applicable
ne = not estimated

MAGAZINE PROFILES

ate Publisher; Betsy Keady, Marketing Services Director; Bradley K. Jones, Western Sales Manager

Editorial Description: Inc. is for executives who run small to mid-sized companies. Its purpose is to provide them with specific, practical answers to both their immediate and long-term management problems. Through in-depth studies, Inc. demonstrates how other entrepreneurs have dealt with major business decisions, and offers the reader guidelines for solving his own. Its departments stress the how-to aspects of Financial Management, Personnel Management, Marketing, Sales, Administration and Operations. Inc. also covers and analyzes news pertinent to smaller company management, including trends, economic forecasts and legislation that affect them.

Member: ABC

Primary SRDS Classification No. 8

Industry Week

Penton/IPC, Inc.
1111 Chester Avenue, Penton Plaza
Cleveland, OH 44114
(216) 696-7000
Year founded: 1882
Published: 25x per year

Publisher: Patrick B. Keefe
Advertising Director: Gere D. Coffey
Other key coatacts: Joseph D. Hoffman, Director of Special Projects

Editorial Description: Industry Week is edited for executives in all industries: manufacturing; service and finance; those who inspire the creation of wealth, finance it, manufacture it, distribute it and benefit from it. It interprets the news and covers economic and business trends. It features management techniques, socio-economic issues, finance, technological innovation, and serves as a platform for defense of the free enterprise system. Departments include Memos, Newscope, News Analysis, Emerging Technologies, Economic Trends, Business Trends, Washington.

Member: ABC, BPA, MPA, MCC

Primary SRDS Classification No. 8

Securities - conscious consumers!
Every day!

More USA TODAY readers own securities than the readers of Forbes, Fortune or The New York Times. And you can reach these smart investors every day in USA TODAY!

The Advertising Might of USA TODAY

THE NATION'S NEWSPAPER
USA TODAY
VIA SATELLITE

It works every day!

Source: SMRB 1984

BUSINESS & FINANCIAL

Continued

Avg. Newsstand Circ.

1	Scientific American	136,587
2	Forbes	35,244
3	Success!	34,931
4	Inc.	33,495
5	BusinessWeek	32,555
6	High Technology	30,740
7	Fortune	30,565
8	Working Woman	24,666
9	Venture	23,754
10	Savvy	16,171
11	Black Enterprise	12,216
12	The Economist U.S. Ed.	7,618
13	Financial World	6,880
14	Harvard Business Review	4,254
15	California Business	3,152
16	Crain's Chicago Business	3,084
17	Nation's Business	882
18	Dun's Business Month	0
19	Frequent Flyer	0
20	Industry Week	0
	Total	**436,794**

% Chg. Avg. News. Circ.

	1984 vs. 1983	%
1	Savvy	21.0
2	Inc.	17.4
3	Black Enterprise	15.1
4	Harvard Business Review	12.4
5	Success!	12.1
6	Crain's Chicago Business	8.5
7	Forbes	3.6
8	Financial World	2.6
9	Fortune	0.6
10	Scientific American	0.5
11	BusinessWeek	0.0
12	California Business	ne
13	Dun's Business Month	n/a
14	Frequent Flyer	n/a
15	Industry Week	n/a
16	The Economist U.S. Ed.	– 0.9
17	Working Woman	– 4.6
18	Venture	– 6.3
19	High Technology	– 17.1
20	Nation's Business	– 21.0

Net Chg. Avg. News. Circ.

	1984 vs. 1983	
1	Inc.	4,973
2	Success!	3,759
3	Savvy	2,805
4	Black Enterprise	1,604
5	Forbes	1,216
6	Scientific American	724
7	Harvard Business Review	469
8	Crain's Chicago Business	242
9	Financial World	175
10	Fortune	175
11	BusinessWeek	3
12	California Business	ne
13	Dun's Business Month	n/a
14	Frequent Flyer	n/a
15	Industry Week	n/a
16	The Economist U.S. Ed.	– 70
17	Nation's Business	– 235
18	Working Woman	– 1,179
19	Venture	– 1,593
20	High Technology	– 6,332
	Total	**6,736**

% Chg. News. Revenue

	1984 vs. 1983	%
1	Crain's Chicago Business	40.7
2	Inc.	38.8
3	Harvard Business Review	25.0
4	Success!	21.8
5	Savvy	20.9
6	Financial World	16.1
7	Black Enterprise	15.1
8	Venture	14.9
9	Forbes	12.3
10	Working Woman	11.4
11	BusinessWeek	1.5
12	Fortune	0.6
13	Scientific American	0.5
14	California Business	ne
15	Dun's Business Month	n/a
16	Frequent Flyer	n/a
17	Industry Week	n/a
18	The Economist U.S. Ed.	– 0.9
19	High Technology	– 17.1
20	Nation's Business	– 20.0

n/a = not applicable
ne = not estimated

MAGAZINE PROFILES

Nation's Business

U.S. Chamber of Commerce
1615 H St., N.W.
Washington, D.C. 20062
(202) 463-5680
Year founded: 1910
Published: Monthly

Publisher: David Roe
Advertising Director: Brett Perrine
Other key contacts: Bob Gray, Editor

Editorial Description: Nation's Business is edited for a dynamic sector of American business—small and mid-size companies. A mix of articles tailored to the day-to-day needs of the owners and managers of these growing companies gives them how-to advice on running a business, reports on the latest trends in management and business technology, plus advice from today's successful entrepreneurs and corporate leaders. And our Washington experts keep managers up-to-date on legislative, regulatory and judicial developments affecting their businesses. This combination of managerial advice, business trends and Washington intelligence works to make the manager's job easier—and more profitable

Member: ABC, MPA

Primary SRDS Classification No. 8

Savvy

Family Media, Inc.
3 Park Avenue
New York, NY 10016
(212) 340-9200
Year founded: 1980
Published: Monthly

Publisher: Talia Carner
Advertising Director: Talia Carner

Editorial Description: Savvy is a magazine of career development and personal business management for executive women. In a forum of reporting, research and investigatory surveys, Savvy explores the life of business: who and what builds a strong company, how effective teams are created, and what are the factors of personal success.

Member: ABC

Primary SRDS Classification No. 8

Scientific American

Scientific American, Inc.
415 Madison Avenue
New York, NY 10017
(212) 754-0550
Year founded: 1845
Published: Monthly

Publisher: Jonathan Piel, President and Editor
Advertising Director: John Kirby

Editorial Description: Scientific American is edited for laymen interested in the advancement of knowledge and its impact on society. In text and illustration the magazine reports contemporary work on questions about the larger universe, the earth, biosphere, the processes of life, animal behavior, the human mind and human social organization. The social impact of this work is reflected in articles about technology, medicine and the rational management of human affairs. Regular monthly departments include a news column and a book review section.

Member: BPA

Primary SRDS Classification No. 43

SUCCESS!

The Magazine for Achievers

Success Magazine Company
342 Madison Avenue
New York, NY 10173
(212) 503-0700
Year founded: 1954
Published: Monthly

Publisher: Charles Bullock
Advertising Director: Barbara Marks
Other key contacts: Robert C. Hanna, National Sales Director

Editorial Description: SUCCESS! is a magazine designed to stimulate, encourage and challenge those who seek continuous achievement in their business and personal lives. Each issue applies to attaining personal goals, entrepreneurial activities and management of business affairs.

Member: ABC

Primary SRDS Classification No. 22

(Continued on page 180)

Figures are Folio estimates for the calendar year 1984.

City & Regional

Market Highlights

CIRCULATION:

CIRCULATION GAINS MUCH STRONGER

Readers give stronger support to their city and regional magazines in 1984. All but two of the 20 C&R titles up total circulation in 1984, compared with only 10 gainers year ago. *Southern Accents*, one of two new market books, ends its first year in the number 10 total circ position, while veteran *Southern Living* tops the list at 2,255,459 copies—over one quarter of the category's total circulation. Go west for the biggest circulation gains; *California Magazine* scores a very unlaid-back increase of 9.2%. Although half the titles dip at the newsstand, *Arizona Highways* tops single-copy gains with a 27.2% increase, followed by *Boston Magazine* and *Southern Living.*

AD PAGES:

1 *NEW YORK* EDGING UP TO 3,000 PAGES

New York continues its quest to break 3,000 pages with a number one total of 2,944. On the other coast, *Los Angeles Magazine* strengthens its number two position at 2,528 pages. *Washingtonian Magazine* puts in a capital performance, moving up two notches to number three with 1,980 pages. *WM* also lands at number three in page gains with 13.3%, while *California Magazine* (up 15.2%) beats *D* (up 14.9%) by a nose for the number one spot.

REVENUE:

NEAR UNANIMOUS GAINS, MAJORITY IN DOUBLE-DIGITS

Thirteen books have double-digit increases in ad revenue and 11 go double-digit in total revenue gains. *Boston Magazine* tops both growth measurements. *Playbill* puts in a Tony Award Winning sub revenue performance with an 80.2% revenue increase, while at the newsstands, *Crain's Chicago Business* (up 40.7%), *Arizona Highways* (up 30.7%) and *Boston Magazine* (up 27.8%) grow dramatically.

CITY & REGIONAL

Ad Pages

1	New York	2,944
2	Los Angeles Magazine	2,528
3	Washingtonian Magazine	1,980
4	San Diego Magazine	1,855
5	Boston Magazine	1,831
6	Sunset	1,782
7	Chicago	1,775
8	Texas Monthly	1,707
9	Philadelphia Magazine	1,635
10	Crain's Chicago Business	1,631
11	D	1,626
12	Southern Living	1,592
13	Houston Home & Garden	1,243
14	California Business	1,089
15	Yankee	975
16	Texas Homes	931
17	California Magazine	834
18	Playbill	720
19	Southern Accents	484
20	Arizona Highways	0
	Total	29,162

% Chg. Ad Pages

	1984 vs. 1983	%
1	California Magazine	15.2
2	D	14.9
3	Washingtonian Magazine	13.3
4	Boston Magazine	12.4
5	Texas Monthly	11.6
6	Texas Homes	11.1
7	San Diego Magazine	11.0
8	Playbill	8.3
9	Crain's Chicago Business	7.2
10	Southern Living	5.3
11	Los Angeles Magazine	3.2
12	Philadelphia Magazine	1.5
13	New York	0.8
14	Chicago	0.4
15	Sunset	0.1
16	Arizona Highways	n/a
17	California Business	ne
18	Southern Accents	ne
19	Houston Home & Garden	– 2.3
20	Yankee	– 14.1

Net Chg. Ad Pages

	1984 vs. 1983	
1	Washingtonian Magazine	232
2	D	211
3	Boston Magazine	202
4	San Diego Magazine	183
5	Texas Monthly	177
6	California Magazine	110
7	Crain's Chicago Business	110
8	Texas Homes	93
9	Southern Living	80
10	Los Angeles Magazine	78
11	Playbill	55
12	New York	25
13	Philadelphia Magazine	24
14	Chicago	7
15	Sunset	2
16	Arizona Highways	n/a
17	California Business	ne
18	Southern Accents	ne
19	Houston Home & Garden	– 29
20	Yankee	– 160
	Total	1,400

Avg. Ad Pages/Copy

1	Los Angeles Magazine	211
2	Washingtonian Magazine	165
3	San Diego Magazine	155
4	Boston Magazine	153
5	Sunset	149
6	Chicago	148
7	Texas Monthly	142
8	D	136
9	Philadelphia Magazine	136
10	Southern Living	133
11	Houston Home & Garden	104
12	California Business	91
13	Southern Accents	81
14	Yankee	81
15	Texas Homes	78
16	California Magazine	70
17	Playbill	60
18	New York	59
19	Crain's Chicago Business	31
20	Arizona Highways	ne

▶

n/a = not applicable
ne = not estimated

MAGAZINE PROFILES

Arizona Highways

Department of Transportation,
State of Arizona
2039 West Lewis Avenue
Phoenix, AZ 85009
(602) 258-6641
Year founded: 1925
Published: Monthly

Publisher: Hugh Harelson
Advertising Director: Jim Delzell, Business Director
Other key contacts: Alberto Gutier, Marketing and Sales Director

Editorial Description: Arizona Highways magazine explores the natural beauty of Arizona with award-winning photography and articles about the state's history, culture and people.

Boston Magazine

Metrocorp
Horticulture Hall Building
300 Massachusetts Ave.
Boston, MA 02116
(617) 357-4000
Year founded: 1971
Published: Monthly

Publisher: James P. Kuhn, Jr.
Advertising Director: William M. Barber III
Other key contacts: Catherine J. Cahners, Advertising Sales Manager; Walter Walsh, General Manager

Editorial Description: Boston Magazine is edited for people in the greater metropolitan area who care about their city. Every month, it offers topical coverage of the pressing controversial issues confronting the area—its politics, its life styles, its business trends, its youth scene and its shifting sociological currents. Also included are critical reviews of the cultural, sports and entertainment scenes. Articles investigate theater and transportation, fashion and finance, dining and travel.

Member: ABC
Primary SRDS Classification No. 30A

California Business

California Business News, Inc.
4221 Wilshire Blvd. Ste. 400
Los Angeles, CA 90010
(213) 937-5820
Year founded: 1965
Published: Monthly

Publisher: Hershel D. Sinay, President

Editorial Description: California Business magazine is published for the Western business executive. It contains California business and financial news and commentary on management, labor, industry and economic trends. California Business' regular columns include Business in the West, Real Estate, Business with Pleasure, Hedging Your Dollars, Investing in the West, Small Business, Business & Financial Services and Reader Forum.

Member: ABC

Primary SRDS Classification No. 8

California Magazine

California Magazine, Ltd.
11601 Wilshire Boulevard
Los Angeles, CA 90025
(213) 479-6511
Year founded: 1976
Published: Monthly

Publisher: Alan E. Bennett
Associate Publisher: Jack Kliger

Other key contacts: Chris Connors, Los Angeles; Doug Roeder, New York; Wendy Cohen, San Francisco; Sharmon How, San Diego

Editorial Description: California is a magazine about California and what it has to offer. Editorial concerns its diversity, abundant resources, physical beauty, creativity, and its occasional outrages. It charts the history of California for its residents.

Member: ABC

Primary SRDS Classification No. 30A

Chicago

WFMT, Inc.
Three Illinois Center
Chicago, IL 60601
(312) 565-5000
Year founded: 1952
Published: Monthly

Publisher: Allen Kelson
Advertising Director: Joseph A. Sheridan
Other key contacts: Arlene Furey, Marketing Director
Editorial Description: Chicago is edited for active, concerned Chicago area residents interested in the community's quality of life. In-depth articles deal with community issues, politics, arts, events, and personalities. Interviews with interesting and important Chicagoans often appear. Regular features include critical columns on restaurants, film, theatre, spots, the fine and lively arts, books, sports, and travel. Art and photography are richly employed. Award-winning fiction is regularly published. Each issue contains capsule critiques of 200 recommended restaurants and of current films and plays; information about a thousand things to do and see around Chicago, and the programs of Chicago's fine arts radio station (WFMT) and public television station (WTTW). Special features appear periodically on home entertaining, audio and video, home furnishings, and fashion. Special issues are devoted to such subjects as "The Best of Chicago" and "Chicago's Hidden Treasures."
Member: ABC
Primary SRDS Classification No. 30A

Crain's Chicago Business

Crain Communications Inc.
740 N. Rush
Chicago, IL 60611
(312) 649-5370
Year founded: 1978
Published: Weekly

Publisher: Joe Cappo
Advertising Director: Gloria Scoby, Associate Publisher ▶

Figures are FOLIO estimates for the calendar year 1984.

CITY & REGIONAL

Continued

Ad Revenue

		$000
1	Southern Living	53,335
2	Sunset	43,050
3	New York	33,865
4	Texas Monthly	15,184
5	Los Angeles Magazine	13,276
6	Playbill	10,827
7	Chicago	10,551
8	California Magazine	8,296
9	Crain's Chicago Business	7,848
10	Washingtonian Magazine	7,240
11	Boston Magazine	6,950
12	Philadelphia Magazine	6,848
13	D	5,950
14	Yankee	5,500
15	Houston Home & Garden	5,345
16	San Diego Magazine	4,979
17	California Business	4,561
18	Texas Homes	3,644
19	Southern Accents	2,719
20	Arizona Highways	0
	Total	**249,968**

% Chg. Ad Revenue

	1984 vs. 1983	%
1	Boston Magazine	25.2
2	D	21.9
3	California Magazine	21.4
4	Crain's Chicago Business	21.4
5	San Diego Magazine	20.9
6	Texas Homes	18.2
7	Texas Monthly	17.3
8	Houston Home & Garden	16.5
9	Los Angeles Magazine	15.1
10	Washingtonian Magazine	14.3
11	Southern Living	13.5
12	Philadelphia Magazine	10.6
13	Chicago	10.0
14	Playbill	8.8
15	Sunset	8.4
16	New York	5.3
17	Arizona Highways	n/a
18	California Business	ne
19	Southern Accents	ne
20	Yankee	– 10.7

Net Chg. Ad Revenue

	1984 vs. 1983	$000
1	Southern Living	6,358
2	Sunset	3,333
3	Texas Monthly	2,236
4	Los Angeles Magazine	1,740
5	New York	1,709
6	California Magazine	1,462
7	Boston Magazine	1,399
8	Crain's Chicago Business	1,382
9	D	1,068
10	Chicago	961
11	Washingtonian Magazine	903
12	Playbill	873
13	San Diego Magazine	861
14	Houston Home & Garden	758
15	Philadelphia Magazine	658
16	Texas Homes	562
17	Arizona Highways	n/a
18	California Business	ne
19	Southern Accents	ne
20	Yankee	– 658
	Total	**25,605**

Avg. Edit. Pgs./Copy

1	Los Angeles Magazine	150
2	San Diego Magazine	138
3	Chicago	135
4	Washingtonian Magazine	127
5	Southern Living	126
6	Boston Magazine	112
7	Yankee	107
8	Texas Monthly	103
9	Sunset	102
10	Philadelphia Magazine	99
11	D	92
12	New York	89
13	California Magazine	88
14	Southern Accents	87
15	California Business	80
16	Houston Home & Garden	79
17	Texas Homes	63
18	Arizona Highways	50
19	Playbill	35
20	Crain's Chicago Business	24

▶

n/a = not applicable
ne = not estimated

MAGAZINE PROFILES

Other key contacts: David Blake, Advertising Manager; Robert Felsenthal, Marketing Director

Editorial Description: Crain's Chicago Business is edited for business persons in the metropolitan Chicago area. The majority of editorial content concerns news stories about various aspects of business and labor activity in the Chicago market. Also contains a special section dealing with the leisure time and entertainment interests of business persons. In addition, the publication offers a number of regular columns on politics, advertising and marketing, real estate and business management.

Member: ABC
Primary SRDS Classification No. 20A

D

Dallas/Ft. Worth

Southwest Media Corporation
3988 North Central Expressway, Suite 1200
Dallas, TX 75204
(214) 827-5000
Year founded: 1974
Published: Monthly

Publisher: Terry Murphy
Advertising Director: Joy Burleson
Other key contacts: Mary E. Graham, Advertising Coordinator

Editorial Description: D Magazine is a contemporary metropolitan magazine edited for residents of Dallas and Fort Worth. In addition to investigative reporting and in-depth interviews, D Magazine contains articles on finance, politics, fashion, sports, interior design and Dallas-Fort Worth lifestyles. Regular features include an entertainment guide, and dining reviews.

Member: ABC, CRMA, MPA
Primary SRDS Classification No. 30A

Houston Home & Garden

Metro Home & Garden Magazines
5615 Kirby Drive, Suite 600
P.O. Box 25386
Houston, TX 77005
(713) 524-3000
Year founded: 1974
Published: Monthly

Advertising Director: Susan Deaner

Editorial Description: Houston Home & Garden is an upscale local shelter and lifestyle magazine for the Houston market. Columns include art, travel, in shape, design, dining in, etc. The main editorial features homes, landscaping and entertainment ideas.

Member: ABC

Primary SRDS Classification No. 24

Los Angeles Magazine

Los Angeles Magazine, Inc.
1888 Century Park East #920
Los Angeles, CA 90067
(213) 557-7592
Year founded: 1961
Published: Monthly

Publisher: Bert Pucci
Advertising Director: Nicki Campbell

Editorial Description: Los Angeles Magazine is a guide to getting the most out of life in the Southern California area. It reports and comments on local problems and pleasures; trends and provocative new ideas; emerging personalities and life styles, and on the people and events shaping or affecting the reader's environment. It previews or critiques restaurants, theater, entertainment, weekend trips and vacations; TV and films; sports, art, books, leisure activities and worthwhile events.

Member: ABC

Primary SRDS Classification No. 30A

New York

News Group Magazines
755 2nd Avenue
New York, NY 10017
(212) 880-0700
Year founded: 1968
Published: 50x per year

Publisher: Carolyn Wall
Other key contacts: Larry Burstein, National Advertising Sales Manager; Elaine Shindler, Marketing Director

Editorial Description: New York Magazine is edited for those interested in critical examination of contemporary ideas. New York deals regularly with such subjects as politics, business, psychology, literature, the fine arts, entertainment, home furnishings, food, wine, fashion—and a broad range of subjects.

Member: ABC
Primary SRDS Classification No. 36A

Philadelphia Magazine

Metrocorp
1500 Walnut Street
Philadelphia, PA 19102
(215) 545-3500
Year founded: 1908
Published: Monthly

Publisher: Orlin Davis
Advertising Director: Ralph Gianatasio

Editorial Description: Philadelphia Magazine is edited for the area's community leaders and their families. It provides topical, in-depth reports on crucial and controversial issues confronting the region, plus critical reviews of the cultural, sports and entertainment scene. Articles from law enforcement to fashion, voting trends to travel, transportation to theatre, also background studies of the area's newsmakers.

Member: ABC, CRMA
Primary SRDS Classification No. 30A

Playbill

Playbill Incorporated
71 Vanderbilt Avenue
New York, NY 10169
(212) 557-5757

▶

Figures are Folio estimates for the calendar year 1984.

CITY & REGIONAL

Continued

Average Circulation

1 Southern Living	2,255,459
2 Sunset	1,393,337
3 Playbill	984,584
4 Yankee	954,941
5 New York	436,779
6 Arizona Highways	412,312
7 Texas Monthly	288,906
8 California Magazine	273,507
9 Chicago	222,911
10 Southern Accents	177,743
11 Los Angeles Magazine	164,961
12 Philadelphia Magazine	144,958
13 Washingtonian Magazine	135,861
14 Boston Magazine	119,280
15 Houston Home & Garden	85,929
16 Texas Homes	84,582
17 D	81,132
18 San Diego Magazine	57,047
19 California Business	56,735
20 Crain's Chicago Business	46,790
Total	**8,377,754**

% Chg. Avg. Circ.

1984 vs. 1983	%
1 California Magazine	9.2
2 Boston Magazine	5.9
3 Texas Homes	4.2
4 San Diego Magazine	4.1
5 Crain's Chicago Business	3.8
6 D	3.8
7 Washingtonian Magazine	3.2
8 Yankee	2.8
9 Chicago	2.6
10 New York	2.3
11 Southern Living	2.3
12 Los Angeles Magazine	1.6
13 Philadelphia Magazine	1.4
14 Texas Monthly	1.0
15 Playbill	0.9
16 Arizona Highways	0.3
17 California Business	ne
18 Southern Accents	ne
19 Sunset	– 1.7
20 Houston Home & Garden	– 3.3

Net Chg. Avg. Circ.

1984 vs. 1983	
1 Southern Living	50,768
2 Yankee	25,750
3 California Magazine	23,134
4 New York	9,752
5 Playbill	8,648
6 Boston Magazine	6,610
7 Chicago	5,706
8 Washingtonian Magazine	4,246
9 Texas Homes	3,430
10 D	2,963
11 Texas Monthly	2,929
12 Los Angeles Magazine	2,601
13 San Diego Magazine	2,263
14 Philadelphia Magazine	1,970
15 Crain's Chicago Business	1,710
16 Arizona Highways	1,220
17 California Business	ne
18 Southern Accents	ne
19 Houston Home & Garden	– 2,956
20 Sunset	– 23,778
Total	**126,966**

Avg. Total Pgs./Copy

ad pages + edit. pages	
1 Los Angeles Magazine	360
2 San Diego Magazine	292
3 Washingtonian Magazine	292
4 Chicago	283
5 Boston Magazine	265
6 Southern Living	258
7 Sunset	251
8 Texas Monthly	245
9 Philadelphia Magazine	235
10 D	228
11 Yankee	188
12 Houston Home & Garden	183
13 California Business	170
14 Southern Accents	168
15 California Magazine	158
16 New York	148
17 Texas Homes	140
18 Playbill	95
19 Crain's Chicago Business	56
20 Arizona Highways	50

Total Revenue

ad rev. + circ. rev.	$000
1 Southern Living	90,884
2 Sunset	58,194
3 New York	47,492
4 Texas Monthly	19,646
5 Yankee	18,818
6 Los Angeles Magazine	16,508
7 Chicago	13,831
8 Playbill	11,024
9 California Magazine	10,933
10 Washingtonian Magazine	9,836
11 Crain's Chicago Business	9,191
12 Philadelphia Magazine	8,837
13 Boston Magazine	8,402
14 D	7,082
15 Houston Home & Garden	6,567
16 Arizona Highways	6,220
17 Southern Accents	6,139
18 San Diego Magazine	5,841
19 California Business	5,317
20 Texas Homes	5,094
Total	**365,856**

% Chg. Total Revenue

1984 vs. 1983	%
1 Boston Magazine	22.2
2 Crain's Chicago Business	20.3
3 California Magazine	18.2
4 D	18.2
5 San Diego Magazine	17.7
6 Texas Homes	13.2
7 Texas Monthly	12.8
8 Houston Home & Garden	12.0
9 Chicago	11.9
10 Los Angeles Magazine	11.6
11 Washingtonian Magazine	11.4
12 Playbill	9.4
13 Southern Living	9.3
14 Sunset	9.2
15 Philadelphia Magazine	8.4
16 New York	4.9
17 Arizona Highways	1.2
18 California Business	ne
19 Southern Accents	ne
20 Yankee	- 1.6

Subscription Revenue

	$000
1 Southern Living	33,606
2 Sunset	13,536
3 Yankee	11,927
4 New York	10,289
5 Arizona Highways	5,393
6 Texas Monthly	3,281
7 Chicago	2,631
8 Southern Accents	2,327
9 California Magazine	2,171
10 Washingtonian Magazine	1,618
11 Los Angeles Magazine	1,558
12 Philadelphia Magazine	1,309
13 Crain's Chicago Business	1,183
14 Texas Homes	1,116
15 Boston Magazine	943
16 Houston Home & Garden	866
17 D	719
18 California Business	676
19 San Diego Magazine	581
20 Playbill	164
Total	**95,894**

Subscription Revenue

	$000
1 Southern Living	33,606
2 Sunset	13,536
3 Yankee	11,927
4 New York	10,289
5 Arizona Highways	5,393
6 Texas Monthly	3,281
7 Chicago	2,631
8 Southern Accents	2,327
9 California Magazine	2,171
10 Washingtonian Magazine	1,618
11 Los Angeles Magazine	1,558
12 Philadelphia Magazine	1,309
13 Crain's Chicago Business	1,183
14 Texas Homes	1,116
15 Boston Magazine	943
16 Houston Home & Garden	866
17 D	719
18 California Business	676
19 San Diego Magazine	581
20 Playbill	164
Total	**95,894** ▶

ne = not estimated

MAGAZINE PROFILES

Year founded: 1884
Published: Monthly

Publisher: Arthur T. Birsh
Advertising Director: L. Robert Charles

Editorial Description: Playbill Magazine is edited to provide information necessary to the understanding and enjoyment of each Broadway play, certain Lincoln Center and Off-Broadway productions and regional attractions served. In addition to information about the attractions, it features articles, sometimes controversial, by and about theatre personalities, fashion, entertainment, dining, beauty, travel, and other service features.

Primary SRDS Classification No. 17

San Diego Magazine

San Diego Magazine
Publishing Company, Inc.
4206 W. Point Lama Blvd.
P.O. Box 85409
San Diego, CA 92138
(619) 225-8953
Year founded: 1948
Published: Monthly

Publishers: Edwin & Gloria Self
Advertising Director: Elizabeth Zongker

Other key contacts: Mary Kay Connell, Advertising Promotion Director, Demographics Coordinator

Editorial Description: San Diego Magazine is a general interest city review published to examine critically the cultural, aesthetic, political and civic issues, affairs and problems of San Diego County and California. It publishes articles, criticism, photography, opinions and ideas in the fields of city planning, politics, art, literature, theatre, music, sports, architecture, fashion, travel and resorts, industry and education. Its "What's Doing" and "Dining Out" columns provide a selective guide to the area's cultural, social and sporting events and to the area's entertainment and dining out establishments. Its travel articles emphasize cruises and travel in Europe, Mexico, Central America and the Pacific Islands.

Member: ABC

Primary SRDS Classification No. 30A

Southern Accents

W.R.C. Smith Publishing Company
1760 Peachtree Road
Atlanta, GA 30357
(404) 874-4462
Year founded: 1977
Published: Bimonthly

Publisher: Walter Mitchell, Jr.
Advertising Director: Sims Bray, Jr.

Editorial Description: Southern Accents is edited for those who recognize and appreciate the gracious lifestyle of the South. Each issue features the interiors and gardens of fine Southern residences. Departments on antiques, the arts, ▶

Figures are Folio estimates for the calendar year 1984.

CITY & REGIONAL

Continued

Avg. Subscrip. Circ.

1	Southern Living	2,109,417
2	Sunset	1,304,035
3	Yankee	878,683
4	New York	395,573
5	Arizona Highways	367,650
6	California Magazine	254,091
7	Texas Monthly	239,723
8	Chicago	198,857
9	Southern Accents	131,609
10	Philadelphia Magazine	115,896
11	Los Angeles Magazine	102,994
12	Boston Magazine	96,117
13	Washingtonian Magazine	94,099
14	Texas Homes	73,450
15	Houston Home & Garden	71,085
16	D	63,485
17	California Business	53,583
18	San Diego Magazine	45,354
19	Crain's Chicago Business	36,514
20	Playbill	10,932
	Total	**6,643,147**

% Chg. Avg. Sub. Circ.

1984 vs. 1983		%
1	Playbill	53.1
2	California Magazine	13.6
3	Crain's Chicago Business	7.4
4	Los Angeles Magazine	7.1
5	Texas Homes	6.7
6	Chicago	6.4
7	D	5.8
8	San Diego Magazine	5.4
9	Yankee	3.3
10	Boston Magazine	2.5
11	Washingtonian Magazine	2.5
12	New York	2.4
13	Southern Living	1.5
14	Philadelphia Magazine	0.6
15	Texas Monthly	0.2
16	California Business	ne
17	Southern Accents	ne
18	Sunset	−1.5
19	Arizona Highways	−2.2
20	Houston Home & Garden	−2.9

Net Chg. Avg. Sub. Circ.

1984 vs. 1983		
1	Southern Living	31,147
2	California Magazine	30,358
3	Yankee	27,879
4	Chicago	11,934
5	New York	9,097
6	Los Angeles Magazine	6,846
7	Texas Homes	4,642
8	Playbill	3,790
9	D	3,463
10	Crain's Chicago Business	2,503
11	Boston Magazine	2,379
12	San Diego Magazine	2,314
13	Washingtonian Magazine	2,253
14	Philadelphia Magazine	703
15	Texas Monthly	472
16	California Business	ne
17	Southern Accents	ne
18	Houston Home & Garden	−2,123
19	Arizona Highways	−8,331
20	Sunset	−19,874
	Total	**109,452**

Newsstand Revenue

		$000
1	Southern Living	3,943
2	New York	3,338
3	Los Angeles Magazine	1,673
4	Sunset	1,607
5	Yankee	1,391
6	Texas Monthly	1,180
7	Southern Accents	1,093
8	Washingtonian Magazine	977
9	Arizona Highways	826
10	Philadelphia Magazine	680
11	Chicago	649
12	Boston Magazine	509
13	California Magazine	466
14	D	413
15	Houston Home & Garden	356
16	Texas Homes	334
17	San Diego Magazine	281
18	Crain's Chicago Business	160
19	California Business	80
20	Playbill	33
	Total	**19,989**

Avg. Newsstand Circ.

1	Southern Living	146,042
2	Sunset	89,302
3	Yankee	76,258
4	Los Angeles Magazine	61,967
5	Texas Monthly	49,183
6	Southern Accents	46,135
7	Arizona Highways	44,663
8	Washingtonian Magazine	41,763
9	New York	41,206
10	Philadelphia Magazine	29,062
11	Chicago	24,054
12	Boston Magazine	23,164
13	California Magazine	19,416
14	D	17,647
15	Houston Home & Garden	14,845
16	San Diego Magazine	11,693
17	Texas Homes	11,132
18	California Business	3,152
19	Crain's Chicago Business	3,084
20	Playbill	1,816
	Total	**755,584**

% Chg. Avg. News. Circ.

1984 vs. 1983		%
1	Arizona Highways	27.2
2	Boston Magazine	22.4
3	Southern Living	15.5
4	Crain's Chicago Business	8.5
5	Playbill	6.4
6	Texas Monthly	5.3
7	Washingtonian Magazine	5.0
8	Philadelphia Magazine	4.6
9	New York	1.6
10	California Business	ne
11	Southern Accents	ne
12	San Diego Magazine	−0.4
13	Yankee	−2.7
14	D	−2.8
15	Sunset	−4.2
16	Houston Home & Garden	−5.3
17	Los Angeles Magazine	−6.4
18	Texas Homes	−9.8
19	Chicago	−20.6
20	California Magazine	−27.1

Net Chg. Avg. News. Circ.

1984 vs. 1983		
1	Southern Living	19,621
2	Arizona Highways	9,551
3	Boston Magazine	4,232
4	Texas Monthly	2,457
5	Washingtonian Magazine	1,993
6	Philadelphia Magazine	1,267
7	New York	655
8	Crain's Chicago Business	242
9	Playbill	109
10	California Business	ne
11	Southern Accents	ne
12	San Diego Magazine	−52
13	D	−502
14	Houston Home & Garden	−834
15	Texas Homes	−1,212
16	Yankee	−2,130
17	Sunset	−3,904
18	Los Angeles Magazine	−4,245
19	Chicago	−6,228
20	California Magazine	−7,224
	Total	**13,796**

% Chg. News. Revenue

1984 vs. 1983		%
1	Crain's Chicago Business	40.7
2	Arizona Highways	30.7
3	Boston Magazine	27.8
4	Southern Living	15.5
5	New York	9.8
6	Playbill	6.5
7	Texas Monthly	5.3
8	Washingtonian Magazine	5.0
9	Philadelphia Magazine	4.6
10	California Business	ne
11	Southern Accents	ne
12	San Diego Magazine	−0.4
13	Yankee	−2.7
14	D	−2.8
15	Sunset	−4.2
16	Houston Home & Garden	−5.2
17	Los Angeles Magazine	−6.4
18	Texas Homes	−9.7
19	Chicago	−10.7
20	California Magazine	−17.7

ne = not estimated

MAGAZINE PROFILES

design products, gardens and Southern inns are regular features.

Member: ABC

Primary SRDS Classification No. 24

Southern Living

Southern Progress Corporation
820 Shades Creek Parkway
P.O. Box 523
Birmingham, AL 35201
(205) 877-6000
Year founded: 1966
Published: Monthly

Publisher: Jim DeVira
Advertising Director: Jim DeVira
Other key contacts: H.B. "Bud" Flora, National Sales Manager

Editorial Description: Southern Living is edited for, and concerns the tastes and interests of contemporary Southerners. The magazine regularly traces developments in the areas of travel and recreation, homes and building, gardening and landscaping, and food and entertaining.

Member: ABC
Primary SRDS Classification No. 24

Sunset

Lane Publishing Co.
80 Willow Road
Menlo Park, CA 94025
(415) 321-3600
Year founded: 1898
Published: Monthly

Publisher: L.W. Lane, Jr.
Advertising Director: Richard T. Bristol
Other key contacts: James W. Baker, Eastern Advertising Sales Manager; Laurence C. Smith, Advertising Sales Manager

Editorial Description: Sunset, The Magazine of Western Living is published for the 13 Western states, including Hawaii. It is a "how-to-do-it" guide covering the areas of travel; food and entertaining; home and building; remodeling and maintenance; and gardening. It is published in four editorial zone editions so that contents may be localized within the Western region it serves.

Member: ABC
Primary SRDS Classification No. 24

Texas Homes

Southwest Media Corporation
3988 N. Central Expressway, Suite 1200
Dallas, TX 75204
(214) 827-5000
Year founded: 1977
Published: Monthly

Publisher: Ann Richardson
Advertising Director: A. James Deibel

Editorial Description: Texas Homes is a maga-▶

Figures are Folio estimates for the calendar year 1984.

Magazine Profiles

zine of fine interiors for the Southwest. Each issue highlights homes, new trends in design, decorating, home furnishings and art. Editorial regular features include pictorial tours of custom and historic homes, gardens, architecture, art and design.

Member: ABC, MPA

Primary SRDS Classification No. 30A

Texas Monthly

Texas Monthly, Inc.
Post Office Box 1569
Austin, TX 78767
(512) 476-7085
Year founded: 1973
Published: Monthly

Publisher: Michael R. Levy
Advertising Director: Roger Tremblay
Other key contacts: Mollie Hawkins Sharpe, Marketing Director; Pam Chrane Herries, Assistant Advertising Director; Doug Roeder, National Sales Manager

Editorial Description: Texas Monthly is edited for the urban Texas audience and covers the state's politics, sports, business, culture and changing lifestyles. It contains lengthy feature articles, reviews and interviews; it presents critical analysis of popular books, movies and plays including regular entertainment throughout the state.

Member: ABC

Primary SRDS Classification No. 30A

The Washingtonian Magazine

Washington Magazine, Inc.
1828 L Street N.W., Suite 200
Washington, DC 20036
(202) 296-3600
Year founded: 1965
Published: Monthly

Publisher: Eleanor Merrill
Advertising Director: Edward Mansfield
Other key contacts: Christopher P. Westfall, Sales Development Manager

Editorial Description: The Washingtonian Magazine is edited for the educated, active residents of the Washington, D.C. area. It features photography and in-depth articles about both the federal city of Washington and the metropolitan area surrounding the District of Columbia. Regular columns cover dining out, wine, real estate, money, people, movies, beauty, fashion, antiques, shopping, sports, travel, the arts; there is a monthly calendar of things to do and places to go.

Member: ABC

Primary SRDS Classification No. 30A

Yankee

Yankee Publishing Inc.
Main Street
Dublin, NH 03444
(603) 563-8111
Year founded: 1935
Published: Monthly

Publisher: C. Robertson Trowbridge
Advertising Director: Clint Sperry

Editorial Description: Yankee is published for New Englanders everywhere. Contents (all New England) include fiction, poetry, articles, photo essays, food, travel, shopping, as well as other service departments.

Member: ABC, MPA

Primary SRDS Classification No. 22

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Computing

Market Highlights

CIRCULATION:

SOME DRAMATIC SUB GAINS; NEWSSTAND FALTERS

Top circ book last year, *Computers & Electronics*, closed its covers this year. Filling *C&E*'s number one spot is *Personal Computing*, with a circulation of 545,682. Debuting in The FOLIO:400 is *Family Computing*, Scholastic's broad appeal computer pub with a third-place circulation of 349,439. *Byte* moves into the second position with an average circ of 398,420.

IBM computer aficionados put *PC World* in the top spot for overall circulation gains versus 1983, up 94.8%. *Compute!*, last year's top total circ gainer, grows again this year with a number two boost of 42.1%.

Consumers practically pull the plug on computer titles at the newsstand. Last year, three books recorded *three-digit* newsstand growth. This year, all but two titles *lose* single-copy sales.

AD PAGES:

PC, PC WORLD POST INCREASES AMIDST OTHERS' DECLINES

This year's ad-page-gain printout looks like last year's, only upside down. Total pages for the market drop from 26,129 to 23,062, although it still counts 11 titles for advertisers to choose from. But advertisers still pursue IBM hackers. *PC* (number one) and *PC World* (number two) up ad pages 31.4% and 30.3% versus 1983, and FOLIO:400 newcomer *Compute!'s Gazette* collects 1,050 total ad pages.

REVENUE:

REVENUES REMAIN POSITIVE

The ad revenue story for this category hardly jibes with the ad page story, but here it is: Every book but one boosts ad revenues versus 1983, one in triple digits. Five books lift ad dollars in the double digits, the *lowest* of those gains being 13.9%. In other revenue measurements, number one *PC World* can't seem to record an increase of less than 100%: Total revenues are up 133.1%; sub revenues +175.7%.

COMPUTING

Ad Pages

1	PC	5,627
2	Byte	3,928
3	PC World	2,711
4	InfoWorld	2,332
5	Personal Computing	1,910
6	Creative Computing	1,448
7	Popular Computing	1,217
8	80 Micro	1,177
9	Compute!'s Gazette	1,050
10	Compute!	986
11	Family Computing	696
	Total	23,082

% Chg. Ad Pages

	1984 vs. 1983	%
1	PC	31.4
2	PC World	30.3
3	Compute!'s Gazette	ne
4	Family Computing	ne
5	Byte	−9.3
6	InfoWorld	−15.1
7	Popular Computing	−18.2
8	Personal Computing	−21.3
9	Creative Computing	−32.5
10	Compute!	−46.0
11	80 Micro	−46.6

Net Chg. Ad Pages

	1984 vs. 1983	
1	PC	1,344
2	PC World	631
3	Compute!'s Gazette	ne
4	Family Computing	ne
5	Popular Computing	−271
6	Byte	−402
7	InfoWorld	−414
8	Personal Computing	−517
9	Creative Computing	−696
10	Compute!	−823
11	80 Micro	−1,029
	Total	−119

Avg. Ad Pages/Copy

1	Byte	302
2	PC	225
3	PC World	194
4	Personal Computing	159
5	Creative Computing	121
6	80 Micro	98
7	Popular Computing	94
8	Compute!'s Gazette	88
9	Compute!	80
10	Family Computing	58
11	InfoWorld	45

Ad Revenue

		$000
1	PC	30,888
2	Byte	30,334
3	PC World	19,806
4	Personal Computing	18,245
5	Creative Computing	8,500
6	InfoWorld	7,569
7	Popular Computing	7,529
8	Compute!	6,109
9	Family Computing	6,162
10	Compute!'s Gazette	4,045
11	80 Micro	2,176
	Total	141,363

% Chg. Ad Revenue

	1984 vs. 1983	%
1	PC World	149.0
2	PC	93.1
3	Popular Computing	42.6
4	Compute!	36.2
5	Personal Computing	23.0
6	Byte	13.9
7	InfoWorld	3.6
8	Creative Computing	2.4
9	Compute!'s Gazette	ne
10	Family Computing	ne
11	80 Micro	−30.3

Net Chg. Ad Revenue

	1984 vs. 1983	$000
1	PC	14,888
2	PC World	11,852
3	Byte	3,699
4	Personal Computing	3,412
5	Popular Computing	2,249
6	Compute!	1,624
7	InfoWorld	266
8	Creative Computing	199
9	Compute!'s Gazette	ne
10	Family Computing	ne
11	80 Micro	−945
	Total	37,244

Avg. Edit. Pgs./Copy

1	Byte	222
2	PC	193
3	PC World	151
4	Creative Computing	137
5	80 Micro	132·
6	Popular Computing	112
7	Compute!	104
8	Compute!'s Gazette	102
9	Family Computing	72
10	InfoWorld	47
11	Personal Computing	ne

▶

n/a = not applicable
ne = not estimated

MAGAZINE PROFILES

BYTE

The Small Systems Journal

McGraw-Hill Information Systems Company—Computers & Communications Information Group
70 Main Street
Peterborough, NH 03458
(603) 924-9281
Year founded: 1975
Published: Monthly

Publisher: Harry Brown
Advertising Director: Peter Huestis
Other key contacts: Lisa Wozmak, Advertising Supervisor; Horace Howland, Director of Marketing Communications

Editorial Description: BYTE is a magazine edited for knowledgeable microcomputer owners and users for both business and personal applications. BYTE explores a different theme each month in depth and also provides a variety of feature articles that emphasize new technology, describe innovative applications of personal computers, and give previews of major new hardware and software products. Reviews provide formal appraisal of machines, peripherals, languages, applications programs, programming tools and operating systems.

Member: ABC

Primary SRDS Classification No. 10A

COMPUTE!

COMPUTE! Publications, Inc.
324 W. Wendover Avenue, Suite 200
P.O. Box 5406 (Zip Code 27403)
Greensboro, NC 27408
(919) 275-9809
Year founded: 1979
Published: Monthly

Publisher: Gary R. Ingersoll
Advertising Director: Kenneth J. Woodard

Editorial Description: COMPUTE! is devoted to the application of personal computers in home, educational and other consumer settings. Edited for users and others ranging from novice to advanced. Content centers on personal computer products from Atari, Inc.; Apple, Inc.; Commodore Business Machines, Inc.; IBM and other consumer computer manufacturers. Regular features include "The World Inside the Computer," edited for parents and children with computers; "Telecommunications," exploring use of personal computers in larger networks; "Computers and Society," exploring present and future impact of personal computers on society; articles and computer programs devoted to use and application in home, educational and business; scientific environments.

Member: ABC

Primary SRDS Classification No. 10A

COMPUTE!'s Gazette

COMPUTE! Publications, Inc.
324 W. Wendover Avenue, Suite 200
P.O. Box 5406 (Zip Code 27403)
Greensboro, NC 27408
(919) 275-9809
Year founded: 1983
Published: Monthly

Publisher: Gary R. Ingersoll
Advertising Director: Kenneth J. Woodard

Editorial Description: COMPUTE!'s Gazette is a monthly magazine specifically edited for owners and users of Commodore personal computers. Designed for beginning to intermediate users, monthly features include columns, reader feedback, tutorials on programming and computer use, product reviews, and ready-to-type listings of games, home applications and educational programs.

Member: ABC

Primary SRDS Classification No. 10A

Creative Computing

Ahl Computing, Inc.
One Park Avenue
New York, NY 10016

▶

Figures are Folio estimates for the calendar year 1984.

COMPUTING

Continued

Average Circulation

1	Personal Computing	545,682
2	Byte	398,420
3	Family Computing	349,439
4	Compute!	345,147
5	Popular Computing	284,870
6	Compute!'s Gazette	273,183
7	PC World	233,018
8	Creative Computing	230,942
9	PC	160,697
10	InfoWorld	117,623
11	80 Micro	106,783
	Total	**3,045,804**

% Chg. Avg. Circ.

	1984 vs. 1983	%
1	PC World	94.8
2	Compute!	42.1
3	InfoWorld	30.1
4	PC	29.5
5	Personal Computing	26.7
6	Popular Computing	7.9
7	Byte	3.4
8	Compute!'s Gazette	ne
9	Family Computing	ne
10	Creative Computing	−2.7
11	80 Micro	−13.9

Net Chg. Avg. Circ.

	1984 vs. 1983	
1	Personal Computing	115,142
2	PC World	113,375
3	Compute!	102,338
4	PC	36,652
5	InfoWorld	27,184
6	Popular Computing	20,944
7	Byte	13,040
8	Compute!'s Gazette	ne
9	Family Computing	ne
10	Creative Computing	−6,288
11	80 Micro	−17,187
	Total	**405,200**

Avg. Total Pgs./Copy

	ad pages + edit. pages	
1	Byte	524
2	PC	418
3	PC World	345
4	Creative Computing	258
5	80 Micro	230
6	Popular Computing	206
7	Compute!'s Gazette	189
8	Compute!	185
9	Family Computing	130
10	InfoWorld	92
11	Personal Computing	ne

Total Revenue

	ad rev. + circ. rev.	$000
1	Byte	41,274
2	PC	37,305
3	Personal Computing	26,487
4	PC World	25,568
5	Compute!	15,486
6	Creative Computing	14,478
7	Popular Computing	12,473
8	Compute!'s Gazette	11,375
9	Family Computing	10,884
10	InfoWorld	10,578
11	80 Micro	5,491
	Total	**211,399**

% Chg. Total Revenue

	1984 vs. 1983	%
1	PC World	133.1
2	PC	92.1
3	Compute!	42.5
4	Popular Computing	23.1
5	Personal Computing	21.7
6	Byte	12.6
7	InfoWorld	7.1
8	Compute!'s Gazette	ne
9	Family Computing	ne
10	Creative Computing	−3.5
11	80 Micro	−25.8

Subscription Revenue

		$000
1	Personal Computing	6,124
2	Byte	6,111
3	Creative Computing	3,317
4	Compute!	3,280
5	Family Computing	3,020
6	Compute!'s Gazette	2,819
7	PC World	2,619
8	Popular Computing	2,554
9	PC	2,508
10	InfoWorld	2,238
11	80 Micro	1,850
	Total	**36,440**

% Chg. Sub. Revenue

	1984 vs. 1983	%
1	PC World	175.7
2	PC	107.4
3	Compute!	82.3
4	Personal Computing	42.2
5	Creative Computing	30.3
6	InfoWorld	23.8
7	Popular Computing	23.8
8	Byte	9.4
9	Compute!'s Gazette	ne
10	Family Computing	ne
11	80 Micro	−18.4

▶

n/a = not applicable
ne = not estimated

MAGAZINE PROFILES

(212) 503-5030
Year founded: 1974
Published: Monthly

Publisher: Bill David

Editorial Description: Creative Computing magazine contains in-depth evaluations of computers, peripherals and software; articles by thinkers and doers in the field, and a diversity of applications and software that run directly on most small computers. Applications and programming techniques are published for the various levels of expertise. New ideas in the field are published in such a way that a business manager, a student, or a corporate executive can understand and use them.

Member: BPA

Primary SRDS Classification No. 10A

80 Micro

CW Communications/Peterborough
80 Pine Street
Peterborough, NH 03458
(603) 924-9471
Year founded: 1980
Published: Monthly

Publisher: Peter Hutchinson
Advertising Director: William J. Smith
Other key contacts: Elizabeth Jane Butterfield, Marketing Director

Editorial Description: 80 Micro is for microcomputerists at all levels of experience, whether for business, education, science or the home. It centers on the TRS-80 computer system, providing a range of user software, evaluations of the accessories available, and instruction on the use and development of the system. Articles are aimed at helping the non-data processing businessman cope with this new breed of low cost computer and what it can do.

Member: ABC

Primary SRDS Classification No. 10A

Family Computing

Scholastic Inc.
730 Broadway
New York, NY 10003
(212) 505-3580
Year founded: 1983
Published: Monthly

Publisher: Shirrel Rhoades
Advertising Director: Glenn Gray
Other key contacts: Paul Reiss, Associate Publisher

Editorial Description: Family Computing is aimed at prospective, beginner, or intermediate users of personal computers, with an emphasis on home use. Articles focus on experiences of actual computer owners, with practical home applications for readers. Regular features include Buyer's Guides, with comprehensive product comparisons, and New Hardware previews. Each month the Software Guide and Sofware Reviews rate two dozen home management/business, educational, and entertainment programs. Other articles cover the integrations of home and school computing, home and money management techniques, and tips on telecomputing. Plus, in every issue, Family Computing presents original programs for major computer brands.

Member: ABC

Primary SRDS Classification No. 10A

InfoWorld

Popular Computing, Inc.
1060 Marsh Road, Suite C-200
Menlo Park, CA 94025
(415) 328-4602
Year founded: 1979
Published: Weekly

Publisher: Thomas W. Casalegno
Advertising Director: Jim Curtis, Associate Publisher
Other key contacts: Bruce A. Frymire, Director, Corporate Marketing/Advertising

Editorial Description: InfoWorld is a newsweekly about the personal computer industry. InfoWorld reports on the news, provides new product ▶

COMPUTING
Continued

Avg. Subscrip. Circ.

1	Personal Computing	478,576
2	Byte	293,452
3	Family Computing	285,852
4	Popular Computing	211,334
5	Compute!	172,911
6	Creative Computing	155,781
7	PC World	148,975
8	Compute!'s Gazette	133,309
9	InfoWorld	108,038
10	PC	107,691
11	80 Micro	76,249
	Total	2,172,168

% Chg. Avg. Sub. Circ.
1984 vs. 1983

		%
1	PC World	183.6
2	PC	92.4
3	Compute!	92.2
4	Personal Computing	34.9
5	InfoWorld	34.8
6	Creative Computing	29.9
7	Popular Computing	23.5
8	Byte	8.2
9	Compute!'s Gazette	ne
10	Family Computing	ne
11	80 Micro	−0.8

Net Chg. Avg. Sub. Circ.
1984 vs. 1983

1	Personal Computing	123,936
2	PC World	96,440
3	Compute!	82,945
4	PC	51,720
5	Popular Computing	40,236
6	Creative Computing	35,881
7	InfoWorld	27,902
8	Byte	22,301
9	Compute!'s Gazette	ne
10	Family Computing	ne
11	80 Micro	−605
	Total	**480,756**

Newsstand Revenue

		$000
1	Compute!	6,097
2	Byte	4,829
3	Compute!'s Gazette	4,511
4	PC	3,909
5	PC World	3,143
6	Creative Computing	2,661
7	Popular Computing	2,390
8	Personal Computing	2,118
9	Family Computing	1,702
10	80 Micro	1,466
11	InfoWorld	771
	Total	**33,597**

Avg. Newsstand Circ.

1	Compute!	172,236
2	Compute!'s Gazette	139,874
3	Byte	104,969
4	Creative Computing	75,161
5	Popular Computing	73,536
6	PC World	71,487
7	Personal Computing	67,106
8	Family Computing	63,587
9	PC	53,006
10	80 Micro	30,535
11	InfoWorld	9,585
	Total	**861,062**

% Chg. Avg. News. Circ.
1984 vs. 1983

		%
1	PC World	14.2
2	Compute!	12.7
3	Compute!'s Gazette	ne
4	Family Computing	ne
5	InfoWorld	−7.0
6	Byte	−8.1
7	Personal Computing	−11.6
8	Popular Computing	−20.8
9	PC	−22.1
10	80 Micro	−35.2
11	Creative Computing	−35.9

Net Chg. Avg. News. Circ.
1984 vs. 1983

1	Compute!	19,392
2	PC World	8,879
3	Compute!'s Gazette	ne
4	Family Computing	ne
5	InfoWorld	−719
6	Personal Computing	−8,794
7	Byte	−9,261
8	PC	−15,069
9	80 Micro	−16,583
10	Popular Computing	−19,293
11	Creative Computing	−42,169
	Total	**−83,617**

% Chg. News. Revenue
1984 vs. 1983

		%
1	PC	77.0
2	PC World	52.1
3	Compute!	33.0
4	Byte	9.2
5	InfoWorld	0.5
6	Compute!'s Gazette	ne
7	Family Computing	ne
8	Popular Computing	−14.2
9	Personal Computing	−19.1
10	80 Micro	−27.2
11	Creative Computing	−35.9

n/a = not applicable
ne = not estimated

MAGAZINE PROFILES

information, reviews new products, analyzes the trends and provides authoritative "insider" information to microcomputer users who have a professional need to know about personal computing.

Member: ABC
Primary SRDS Classification No. 10A

PC
The Independent Guide to IBM Personal Computers

PC Communications Corporation
One Park Avenue
New York, NY 10016
(212) 503-5100
Year founded: 1981
Published: Biweekly

Publisher: Jeff Weiner
Advertising Director: Eugene Duncan

Editorial Description: PC addresses the needs and interests of IBM Personal Computer (PC) and PC-XT owners and users. It explores software peripherals, and applications for the PC and PC-compatible computers.
Member: BPA
Primary SRDS Classification No. 10A

PC World

PC World Communications, Inc.
555 De Haro Street
San Francisco, CA 94107
(415) 861-3861
Year founded: 1983
Published: Monthly

Publisher: David Bunnell
Associate Publisher: Jim E. Martin, Director of Marketing and Advertising Sales

Editorial Description: PC World is the personal computer magazine for users of IBM-standard personal computers. Written for both technical and non-technical readers, its content covers state-of-the-art developments, software and hardware reviews, user profiles and general news of interest to the PC community.

Member: BPA
Primary SRDS Classification No. 10A

Personal Computing

Hayden Publishing Company, Inc.
10 Mulholland Drive
Hasbrouck Heights, NJ 07604
(201) 393-6165
Published: Monthly

Publisher: Robert J. Lydon
Advertising Directors: Robert P. Pavone, William Knickel

Editorial Description: Personal Computing has an editorial content designed to serve people whose curiosity about the benefits of personal computer use is developing into serious interest and active involvement. Articles and features serve that level of interest and involvement without demanding years of experience or advanced knowledge of the technology.

Member: ABC
Primary SRDS Classification No. 10A

Popular Computing

McGraw-Hill Information Systems Company—Computers & Communications Information Group
70 Main Street
Peterborough, NH 03458
(603) 924-9281
Year founded: 1979
Published: Monthly

Publisher: Harry Brown
Advertising Director: William J. Boyle
Other key contacts: Barbara Hoy, Advertising Supervisor; Horace Howland, Director of Marketing Communications

Editorial Description: Popular Computing presents news and trends in technology, reviews of important microcomputer systems, peripherals, software and online services, solution-oriented articles, commentary on issues facing serious computer users and practical advice on making the microcomputer a more effective productivity tool for managers and professionals.

Member: ABC
Primary SRDS Classification No. 10A

Figures are FOLIO estimates for the calendar year 1984.

Culinary

Market Highlights

CIRCULATION:

SUBSCRIPTION-RICH CATEGORY ADDS SUBSCRIBERS

Subscriptions account for nearly 90% of this three-book market's total circulation of 2,510,211. All three books boost sub figures, led by *Food & Wine* with a 12% increase. *FW* scores the only gains at newsstand, though on a smaller base. *Bon Appetit*'s circulation continues to dominate the category at 1,301,137.

AD PAGES:

***BON APPETIT* LIVES WELL**

Market leader *Bon Appetit* posts a 10% gain in ad pages for a total of 1,116. *Gourmet* runs a close second in total pages at 995, but *Food & Wine* tops it in percentage page gains, up 7.3%.

REVENUE:

RIGHT INGREDIENTS SWEETEN TOTAL REVENUE

In 1983, now defunct *Cuisine* placed number two or three in all revenue measurements. Despite its 1984 absence, the category's total revenue only slips some 13.5%. All three titles up total revenue, but *Food & Wine* puts in the strongest showing. *FW* sweeps all three revenue growth measurements with double-digit increases. Newsstand losses bite into otherwise strong performances by *Gourmet* and *Bon Appetit*.

CULINARY

Ad Pages

1 Bon Appetit	1,116
2 Gourmet	995
3 Food & Wine	506
Total	**2,617**

% Chg. Ad Pages

1984 vs. 1983

	%
1 Bon Appetit	10.0
2 Food & Wine	7.3
3 Gourmet	6.7

Net Chg. Ad Pages

1984 vs. 1983

1 Bon Appetit	101
2 Gourmet	62
3 Food & Wine	35
Total	**198**

Avg. Ad Pages/Copy

1 Bon Appetit	93
2 Gourmet	83
3 Food & Wine	42

Ad Revenue

	$000
1 Bon Appetit	24,101
2 Gourmet	13,915
3 Food & Wine	5,777
Total	**43,793**

% Chg. Ad Revenue

1984 vs. 1983

	%
1 Food & Wine	18.8
2 Gourmet	18.4
3 Bon Appetit	17.1

Net Chg. Ad Revenue

1984 vs. 1983

	$000
1 Bon Appetit	3,518
2 Gourmet	2,158
3 Food & Wine	914
Total	**6,590**

Avg. Edit. Pgs./Copy

1 Gourmet	107
2 Bon Appetit	72
3 Food & Wine	48

Average Circulation

1 Bon Appetit	1,301,137
2 Gourmet	659,452
3 Food & Wine	549,622
Total	**2,510,211**

% Chg. Avg. Circ.

1984 vs. 1983

	%
1 Food & Wine	12.2
2 Gourmet	5.3
3 Bon Appetit	0.0

Net Chg. Avg. Circ.

1984 vs. 1983

1 Food & Wine	59,698
2 Gourmet	32,925
3 Bon Appetit	643
Total	**93,266**

Avg. Total Pgs./Copy

ad pages + edit. pages

1 Gourmet	190
2 Bon Appetit	165
3 Food & Wine	90

▶

MAGAZINE PROFILES

Bon Appetit

Bon Appetit Publishing Corporation
2 Grand Central Tower
140 East 45th Street
New York, NY 10017
(212) 687-1255
Published: Monthly

Publisher: Robert S. Phelps
Advertising Director: George B. Dippy
Other key contacts: Mark Davis, Eastern Manager; Robert J. Nordloh, Midwestern; Richard J. Splittorf, Western
Editorial Description: Bon Appetit is edited for food enthusiasts. Stressing the connection between food and people, the editorial focus is on recipes, wine and spirits, and travel to destinations of epicurean interest. Features include a variety of cooking and entertaining ideas with precise instructions for readers at all skill levels. The editorial mix provides approaches developed by both food enthusiasts and professionals. Five monthly columns are based on recipes and food and wine queries contributed by readers themselves. The lifestyle of this intensely involved, affluent audience puts them in the vanguard of quality consumers.

Member: ABC

Primary SRDS Classification No. 18

Food & Wine

The Guide to Good Taste

American Express Publishing Corp.
1120 Avenue of the Americas
New York, NY 10036
(212) 382-5600
Year founded: 1978
Published: Monthly

Publisher: Thomas O. Ryder
Ad Director: James S. Berrien
Other key contacts: Louis S. Benincasa, Vice President Media Research, Sales Development
Editorial Description: Food & Wine, The Guide

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THE MAGNET
The new CBS Magazine Network

REACHING MORE THAN 20 MILLION PASSIONATE CONSUMERS.

☐ ROAD & TRACK ☐ AMERICAN PHOTOGRAPHER ☐ SKIING
☐ FLYING ☐ BOATING ☐ AUDIO ☐ POPULAR PHOTOGRAPHY
☐ CYCLE ☐ CAR & DRIVER ☐ STEREO REVIEW ☐ CYCLE WORLD

CULINARY

Continued

Avg. Subscrip. Circ.

1 Bon Appetit	1,147,925
2 Food & Wine	532,219
3 Gourmet	531,605
Total	**2,211,749**

% Chg. Avg. Sub. Circ.

1984 vs. 1983	%
1 Food & Wine	12.0
2 Gourmet	9.1
3 Bon Appetit	2.5

Net Chg. Avg. Sub. Circ.

1984 vs. 1983	
1 Food & Wine	57,066
2 Gourmet	44,551
3 Bon Appetit	28,004
Total	**129,621**

Newsstand Revenue

	$000
1 Bon Appetit	3,585
2 Gourmet	3,068
3 Food & Wine	407
Total	**7,060**

Avg. Newsstand Circ.

1 Bon Appetit	153,212
2 Gourmet	127,847
3 Food & Wine	17,403
Total	**298,462**

% Chg. Avg. News. Circ.

1984 vs. 1983	%
1 Food & Wine	17.8
2 Gourmet	−8.3
3 Bon Appetit	−15.2

Net Chg. Avg. News. Circ.

1984 vs. 1983	
1 Food & Wine	2,632
2 Gourmet	−11,627
3 Bon Appetit	−27,361
Total	**−36,356**

% Chg. News. Revenue

1984 vs. 1983	%
1 Food & Wine	17.7
2 Gourmet	−8.3
3 Bon Appetit	−17.3

Total Revenue

ad rev. + circ. rev.	$000
1 Bon Appetit	40,859
2 Gourmet	24,876
3 Food & Wine	14,328
Total	**80,063**

% Chg. Total Revenue

1984 vs. 1983	%
1 Food & Wine	16.1
2 Gourmet	9.6
3 Bon Appetit	7.8

Subscription Revenue

	$000
1 Bon Appetit	13,173
2 Food & Wine	8,144
3 Gourmet	7,893
Total	**29,210**

% Chg. Sub. Revenue

1984 vs. 1983	%
1 Food & Wine	14.3
2 Gourmet	3.9
3 Bon Appetit	1.4

MAGAZINE PROFILES

to Good Taste is edited for those interested in various aspects of food, wine, entertaining and travel. Each issue contains articles on a variety of subjects of particular interest to the gourmet, including: the procuring and preparation of fine food; candid evaluation of wines, cookbooks, restaurants; specialty food products and equipment; gastronomic tradition; design; party planning; news of what and where the famous are eating; meals for the single diner, etc. At least 40 recipes are presented each month, some adapted to low calorie or specialty diets. In addition, there are regular features by authors not generally associated with food subjects.

Member: ABC

Primary SRDS Classification No. 18

Gourmet

The Magazine of Good Living

The Conde Nast Publications Inc.
560 Lexington Avenue
New York, NY 10022
(212) 371-1330
Year founded: 1941
Published: Monthly

Publisher: Verne Westerberg
Advertising Director: Richard Barthelmes
Other key contacts: Jonathan Newhouse, Business Manager; Pete Hunsinger, Eastern Advertising Manager; Lynne Berentsen, Director of Marketing and Promotion

Editorial Description: Gourmet is edited for those who are interested in the various aspects of "good living"—i.e., the preparation of fine food, wine, dining out, sports and travel. One or two foreign cities are explored each month. Travel features include historical and artistic matters of interest, natural and architectural wonders, museums, opera houses, churches and cathedrals, and shops. Articles include the history of various foods, writers' personal experiences, restaurant and hotel recommendations, exclusive resorts, menus, recipes, and gift suggestions.

Member: ABC

Primary SRDS Classification No. 18

Winers and Diners!
Every day!

USA TODAY readers are more likely to be frequent consumers of alcoholic beverages (5 + glasses in the last 7 days) than readers of Time, Newsweek or U.S. News & World Report.
And you can reach these readers every day in USA TODAY!

The Advertising Might of USA TODAY

THE NATION'S NEWSPAPER
USA TODAY
VIA SATELLITE

It works every day!

Source: SMRB 1984

Figures are Folio estimates for the calendar year 1984.

General Interest

Market Highlights

CIRCULATION:

GAINS/LOSSES SPLIT 50/50

Circulation gains and losses are split 50/50 among the 25 General Interest titles. Overall, the market boosts its total circulation to 74,578,070—still the largest in The FOLIO:400.

A real boost comes at the *Saturday Evening Post*, which rises from number 23 in overall circulation gains in 1983 to number one in '84. *Smithsonian* repeats its number one performance of last year scoring the biggest newsstand gain—78.6%. And the big winner in subs is *On Cable*, with a 91.3% increase. *Smithsonian* and *On Cable* also take the two top spots, respectively, in net circulation increases.

Reader's Digest's circulation of nearly 18 million keeps it in the number one position. But number two *TV Guide*, with a healthy lift in subscriptions, now trails *RD* by only 709,245 copies. Also, *TV Guide* leads all titles at newsstand with a single-copy circulation double that of a distant number two.

AD PAGES:

PEOPLE MOVES TO #1

Ranked third in ad pages last year, *People Weekly* this year nabs the number one spot with 4,063 advertising pages. *TV Guide* and *The New Yorker* move to numbers two and three respectively. This high-powered trio of weeklies increase their ad-page share of this market to an amazing 40+%.

Boasting some power of its own, *National Examiner* leads in the percentage gain of ad pages, posting a 22.1% increase. Also, *The Atlantic* makes a strong showing in the number three spot with a 14.8% gain. *People* ranks a distant first in net pages gained, followed by *TV Guide* and *National Examiner.*

REVENUE:

AD DOLLARS TOP ONE BILLION

This second-largest FOLIO:400 category's 1984 ad revenues top the $1 billion mark for the first time. Top honor for the largest percentage gain in ad revenues goes to *National Examiner*, followed by *People* and *The Atlantic*.

On Cable's top-ranked subscription gain no doubt contributes greatly to its revenue picture, helping it to the number one position in total revenue gains.

Sub revenues leap 52.9% at the *Saturday Evening Post*, leading all other sub increases. *Smithsonian*'s number one newsstand performance produces the biggest jump in newsstand revenues, 100.2%, another repeat first place performance from last year.

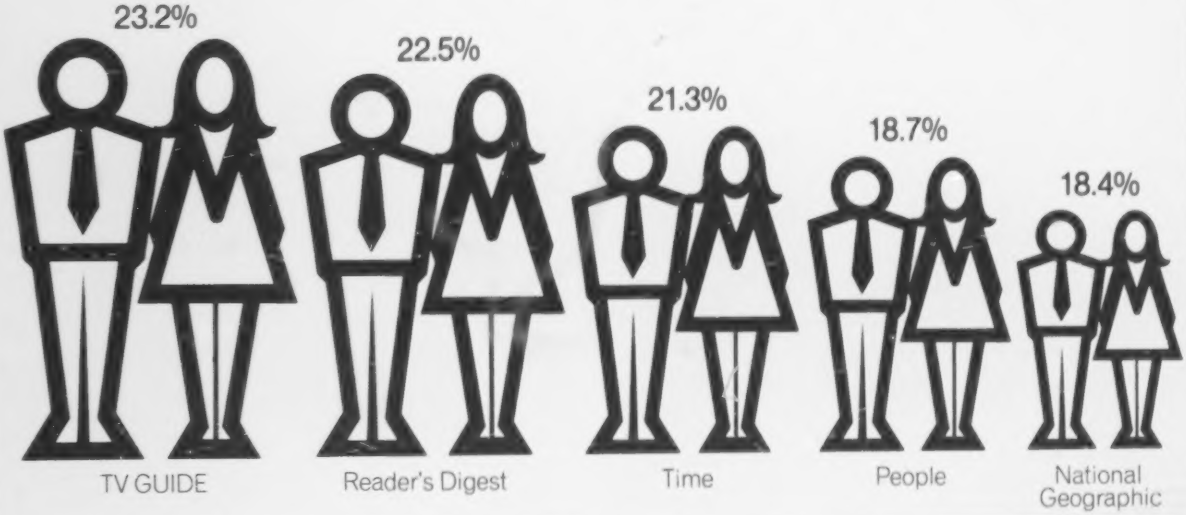
YOUTHFUL FIGURES.

TV Guide will shape up your media schedule to include more younger men and women with lots of buying power.

TV Guide puts your message before more of those 25-to-44-year-old adults in households with $30,000+ incomes than any other magazine.

And TV Guide gets to its audience far faster than any weekly magazine, let alone the sluggish monthlies. It's the speed you need to keep awareness and sales momentum high.

COVERAGE, ADULTS 25-44/$30,000+ HH INCOME.



SOURCE: SMRB. 1985. Special Tabulation.

TV Guide® and the TV Guide logo are trademarks of Triangle Publications, Inc.

With more than 39 million adult readers every week, TV Guide is looking good.

TV GUIDE

TRIANGLE PUBLICATIONS, INC

GENERAL INTEREST

Ad Pages

1	People Weekly	4,063
2	TV Guide	3,800
3	The New Yorker	3,539
4	National Enquirer	1,404
5	Esquire	1,357
6	Ebony	1,100
7	Rolling Stone	1,087
8	Reader's Digest	1,076
9	Smithsonian	1,012
10	Yankee	975
11	Jet	973
12	Star	936
13	Globe	930
14	Life	762
15	National Examiner	728
16	Connoisseur	702
17	The Atlantic	591
18	Us	449
19	Grit	365
20	Vanity Fair	335
21	Saturday Evening Post	330
22	Psychology Today	321
23	National Geographic	282
24	On Cable	165
25	Better Living	49
	Total	**27,331**

% Chg. Ad Pages

1984 vs. 1983		%
1	National Examiner	22.1
2	People Weekly	17.8
3	The Atlantic	14.8
4	On Cable	10.7
5	Grit	8.2
6	Esquire	7.8
7	Smithsonian	7.7
8	National Geographic	6.9
9	Ebony	4.8
10	TV Guide	4.6
11	Psychology Today	4.3
12	Reader's Digest	4.2
13	Life	3.7
14	Better Living	ne
15	Connoisseur	ne
16	Globe	0.0
17	National Enquirer	0.0
18	Star	0.0
19	The New Yorker	– 2.8
20	Jet	– 3.9
21	Rolling Stone	– 7.3
22	Saturday Evening Post	– 12.7
23	Yankee	– 14.1
24	Us	– 17.6
25	Vanity Fair	– 34.9

Net Chg. Ad Pages

1984 vs. 1983		
1	People Weekly	614
2	TV Guide	166
3	National Examiner	132
4	Esquire	98
5	The Atlantic	76
6	Smithsonian	72
7	Ebony	50
8	Reader's Digest	43
9	Grit	28
10	Life	27
11	National Geographic	18
12	On Cable	16
13	Psychology Today	13
14	Better Living	ne
15	Connoisseur	ne
16	Globe	0
17	National Enquirer	0
18	Star	0
19	Jet	– 40
20	Saturday Evening Post	– 48
21	Rolling Stone	– 85
22	Us	– 96
23	The New Yorker	– 103
24	Yankee	– 160
25	Vanity Fair	– 180
	Total	**643**

Avg. Ad Pages/Copy

1	Esquire	113
2	Ebony	92
3	Reader's Digest	90
4	Smithsonian	84
5	Yankee	81
6	People Weekly	80
7	TV Guide	73
8	The New Yorker	68
9	Connoisseur	59
10	Life	59
11	The Atlantic	49
12	Rolling Stone	45
13	Saturday Evening Post	37
14	Vanity Fair	28
15	National Enquirer	27
16	Psychology Today	27
17	National Geographic	24
18	Jet	19
19	Globe	18
20	Star	18
21	Us	16
22	National Examiner	14
23	On Cable	14
24	Better Living	12
25	Grit	7

▶

n/a = not applicable
ne = not estimated

MAGAZINE PROFILES

The Atlantic

The Atlantic Monthly Co.
8 Arlington Street
Boston, MA 02116
(617) 536-9500
Year founded: 1857
Published: Monthly

Publishing Director: Chip Block
Associate Publishers: Susannah Pask; James Sheridan

Editorial Description: The Atlantic, The Magazine of Public Affairs and the Arts, addresses the contemporary issues of our world through reporting, commentary, criticism, humor, fiction and poetry.

Member: ABC

Primary SRDS Classification No. 22

Better Living

Humdinger Publications
1775 Broadway
New York, NY 10019
(212) 581-2000

Year founded: 1980
Published: Quarterly

Publisher: Ralph Ginzburg
Advertising Director: Richard K. Greene

Editorial Description: Better Living is a comprehensive service publication covering home, garden, health, fitness, cars, recreation, personal finance, repairs, decor, food, fishing, camping, the outdoors, travel, photography, sports, boating, crafts, hobbies. Better Living serves the interests of men and women.

Primary SRDS Classification No. 22A

Connoisseur

Hearst Magazines
224 West 57th Street
New York, NY 10019
(212) 262-6518
Year founded: 1901
Published: Monthly

Publisher: David A. McCann
Advertising Director: Charlotte A. Perkins

Editorial Description: Connoisseur magazine is a discerning guide to style and standard of living. Every month Connoisseur defines, discusses, and judges quality in the fine arts, architecture, theatre, food, wines, fashion, travel, interiors, and the creative aspirations of people.

Member: ABC

Primary SRDS Classification No. 22

EBONY

Johnson Publishing Co., Inc.
820 S. Michigan Avenue
Chicago, IL 60605
(312) 322-9200
Year founded: 1945
Published: Monthly

Publisher: John H. Johnson
Advertising Director: Dennis H. Boston, Vice President
Other key contacts: Lincoln T. Hudson, Senior Vice President; H. John Alex, Vice President; Jeff Burns, Vice President

Editorial Description: EBONY is a black-oriented, general, picture magazine dealing primarily with contemporary topics. Feature articles deal with education, history, politics, literature, art, business, personalities, civil rights, sports, entertainment, music and social events. Regular monthly departments include "Speaking of People," "Fashion Fair," "Ebony Book Shelf," "Date With a Dish" (culinary art), "Letters to the Editor," "Backstage," "The Ebony Advisor," "Strictly For Laughs." The August issue is devoted to an in-depth treatment of one aspect of current life in Black America such as civil rights, youth, segregation.

Member: ABC, PIB

Primary SRDS Classification No. 22

Esquire

Esquire Associates
2 Park Avenue
New York, NY 10016
(212) 561-8100
Year founded: 1933
Published: Monthly

Publisher: Alan Greenberg
Advertising Director: Mike Trainor
Other key contacts: Chris Whittle, Chairman; Phillip Moffitt, President and Editor in Chief

Editorial Description: Esquire deals with the real and rapidly changing world of the American man in today's society. Each issue delivers practical information and counsel on a broad range of relevant subjects—business, politics, health and fitness, sports and the arts. Also, fashion, travel, personal profiles and fiction.

Member: ABC

Primary SRDS Classification No. 30

GLOBE

Globe Communications Corp.
1440 St. Catherine Street West
Montreal, Quebec H3G 1S2
(P.O. Box 51, Rouses Point, NY 12979)
(514) 866-7744
Published: Weekly

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GENERAL INTEREST

Continued

Ad Revenue

		$000
1	TV Guide	304,265
2	People Weekly	232,888
3	Reader's Digest	111,854
4	The New Yorker	60,167
5	Life	35,007
6	Ebony	32,518
7	Smithsonian	30,726
8	National Geographic	30,004
9	Esquire	29,888
10	National Enquirer	29,296
11	Rolling Stone	22,469
12	Star	20,183
13	Jet	10,357
14	Us	8,199
15	The Atlantic	6,745
16	Globe	5,508
17	Psychology Today	5,509
18	Yankee	5,500
19	Connoisseur	4,619
20	Vanity Fair	4,037
21	Saturday Evening Post	3,622
22	National Examiner	3,469
23	On Cable	2,950
24	Grit	2,071
25	Better Living	350
	Total	1,002,201

% Chg. Ad Revenue

1984 vs. 1983		%
1	National Examiner	38.3
2	People Weekly	32.7
3	The Atlantic	28.1
4	Esquire	22.7
5	Life	19.8
6	Smithsonian	19.6
7	Jet	15.1
8	TV Guide	12.9
9	Ebony	11.8
10	Reader's Digest	10.0
11	On Cable	9.7
12	National Geographic	9.6
13	The New Yorker	5.2
14	Rolling Stone	4.0
15	National Enquirer	3.5
16	Star	2.6
17	Globe	2.0
18	Psychology Today	0.9
19	Better Living	ne
20	Connoisseur	ne
21	Saturday Evening Post	– 10.2
22	Grit	– 10.4
23	Yankee	– 10.7
24	Us	– 11.6
25	Vanity Fair	– 35.7

Net Chg. Ad Revenue

1984 vs. 1983		$000
1	People Weekly	57,373
2	TV Guide	34,835
3	Reader's Digest	10,205
4	Life	5,774
5	Esquire	5,533
6	Smithsonian	5,028
7	Ebony	3,429
8	The New Yorker	2,958
9	National Geographic	2,638
10	The Atlantic	1,479
11	Jet	1,357
12	National Enquirer	996
13	National Examiner	961
14	Rolling Stone	866
15	Star	508
16	On Cable	262
17	Globe	108
18	Psychology Today	47
19	Better Living	ne
20	Connoisseur	ne
21	Grit	– 240
22	Saturday Evening Post	– 414
23	Yankee	– 658
24	Us	– 1,073
25	Vanity Fair	– 2,243
	Total	129,729

Avg. Edit. Pgs./Copy

1	Reader's Digest	163
2	Vanity Fair	157
3	National Geographic	144
4	TV Guide	143
5	On Cable	134
6	Esquire	129
7	Yankee	107
8	Smithsonian	98
9	Connoisseur	87
10	The Atlantic	85
11	Life	81
12	Saturday Evening Post	73
13	Ebony	70
14	The New Yorker	69
15	People Weekly	63
16	Psychology Today	57
17	Us	56
18	Jet	49
19	Rolling Stone	39
20	National Enquirer	37
21	National Examiner	34
22	Star	30
23	Globe	27
24	Grit	25
25	Better Living	12

▶

n/a = not applicable
ne = not estimated

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THE NATION'S NEWSPAPER
USA TODAY
VIA SATELLITE

It works every day!

Source SMRB 1985

Figures are Folio estimates for the calendar year 1984.

GENERAL INTEREST

Continued

Average Circulation

	Average Circulation	
1	Reader's Digest	17,939,598
2	TV Guide	17,230,353
3	National Geographic	10,229,652
4	National Enquirer	4,612,927
5	Star	3,406,926
6	People Weekly	2,768,105
7	Smithsonian	2,084,367
8	Globe	1,845,744
9	Ebony	1,691,294
10	Life	1,485,437
11	On Cable	1,261,166
12	Better Living	1,098,568
13	Us	1,015,232
14	National Examiner	983,861
15	Yankee	954,941
16	Psychology Today	853,625
17	Jet	851,598
18	Rolling Stone	825,711
19	Esquire	719,722
20	Saturday Evening Post	694,747
21	Grit	582,321
22	The New Yorker	500,534
23	The Atlantic	433,780
24	Vanity Fair	273,542
25	Connoisseur	234,319
	Total	**74,578,070**

% Chg. Avg. Circ.

1984 vs. 1983

		%
1	Saturday Evening Post	9.2
2	Smithsonian	7.2
3	Rolling Stone	6.3
4	On Cable	5.7
5	Vanity Fair	5.3
6	National Examiner	5.2
7	Ebony	3.9
8	Yankee	2.8
9	The Atlantic	1.9
10	People Weekly	1.0
11	TV Guide	0.4
12	Better Living	ne
13	Connoisseur	ne
14	Jet	−0.3
15	Reader's Digest	−1.0
16	The New Yorker	−1.5
17	National Geographic	−2.2
18	Life	−2.4
19	Psychology Today	−3.3
20	Esquire	−3.7
21	National Enquirer	−5.7
22	Globe	−6.9
23	Us	−7.5
24	Star	−9.3
25	Grit	−15.4

Net Chg. Avg. Circ.

1984 vs. 1983

1	Smithsonian	139,799
2	On Cable	67,565
3	Ebony	64,110
4	TV Guide	61,529
5	Saturday Evening Post	58,241
6	Rolling Stone	48,890
7	National Examiner	48,270
8	People Weekly	27,076
9	Yankee	25,750
10	Vanity Fair	13,789
11	The Atlantic	8,202
12	Better Living	ne
13	Connoisseur	ne
14	Jet	−2,362
15	The New Yorker	−7,724
16	Esquire	−27,746
17	Psychology Today	−29,326
18	Life	−36,726
19	Us	−82,406
20	Grit	−105,699
21	Globe	−137,265
22	Reader's Digest	−178,471
23	National Geographic	−226,405
24	National Enquirer	−277,718
25	Star	−350,140
	Total	**−898,767**

Avg. Total Pgs./Copy

ad pages + edit. pages

1	Reader's Digest	252
2	Esquire	242
3	TV Guide	216
4	Yankee	188
5	Vanity Fair	185
6	Smithsonian	182
7	National Geographic	167
8	Ebony	162
9	On Cable	147
10	Connoisseur	145
11	People Weekly	143
12	Life	139
13	The New Yorker	137
14	The Atlantic	134
15	Saturday Evening Post	109
16	Psychology Today	84
17	Rolling Stone	84
18	Us	72
19	Jet	68
20	National Enquirer	64
21	National Examiner	48
22	Star	48
23	Globe	45
24	Grit	32
25	Better Living	24

▶

n/a = not applicable
ne = not estimated

The Folio:400

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Folio:400
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New Canaan, CT 06840-4006

Additional Copies Available

Figures are Folio estimates for the calendar year 1984.

GENERAL INTEREST

Continued

Total Revenue

	ad rev. + circ. rev.	$000
1	TV Guide	743,750
2	People Weekly	387,288
3	Reader's Digest	305,533
4	National Geographic	183,448
5	National Enquirer	178,881
6	Star	109,395
7	Life	76,701
8	The New Yorker	75,061
9	Smithsonian	67,274
10	Ebony	54,938
11	Globe	52,686
12	Rolling Stone	42,376
13	Esquire	41,850
14	Jet	41,210
15	Us	33,553
16	National Examiner	28,903
17	Yankee	18,818
18	Psychology Today	17,755
19	Grit	14,828
20	The Atlantic	13,405
21	On Cable	12,896
22	Saturday Evening Post	12,896
23	Vanity Fair	8,835
24	Connoisseur	8,504
25	Better Living	5,843
	Total	2,536,627

% Chg. Total Revenue

	1984 vs. 1983	%
1	On Cable	37.8
2	People Weekly	19.9
3	Life	17.3
4	The Atlantic	16.2
5	Esquire	15.0
6	Saturday Evening Post	14.4
7	Smithsonian	14.4
8	Rolling Stone	8.9
9	National Examiner	8.1
10	TV Guide	7.1
11	Ebony	6.7
12	Jet	4.7
13	Us	4.6
14	The New Yorker	4.4
15	Reader's Digest	3.4
16	Psychology Today	1.2
17	Better Living	ne
18	Connoisseur	ne
19	National Geographic	−0.4
20	Yankee	−1.6
21	Star	−2.2
22	Globe	−2.8
23	National Enquirer	−4.4
24	Grit	−14.5
25	Vanity Fair	−28.9

Subscription Revenue

		$000
1	TV Guide	202,216
2	Reader's Digest	177,020
3	National Geographic	153,445
4	People Weekly	39,427
5	Smithsonian	36,345
6	Life	21,421
7	Jet	18,688
8	Ebony	17,458
9	The New Yorker	12,085
10	Yankee	11,927
11	Psychology Today	10,358
12	On Cable	9,946
13	Rolling Stone	9,809
14	National Enquirer	9,118
15	Esquire	8,007
16	Grit	7,470
17	Us	7,417
18	Saturday Evening Post	7,152
19	The Atlantic	5,536
20	Better Living	5,493
21	Connoisseur	3,232
22	Vanity Fair	3,231
23	Star	2,865
24	Globe	820
25	National Examiner	140
	Total	780,626

% Chg. Sub. Revenue

	1984 vs. 1983	%
1	Saturday Evening Post	52.9
2	On Cable	49.1
3	National Examiner	36.1
4	Rolling Stone	31.0
5	Life	12.8
6	Smithsonian	10.2
7	People Weekly	9.5
8	TV Guide	9.3
9	The Atlantic	7.4
10	Globe	7.0
11	Jet	5.4
12	Yankee	3.4
13	The New Yorker	2.9
14	Psychology Today	1.2
15	Ebony	0.9
16	Better Living	ne
17	Connoisseur	ne
18	Reader's Digest	0.0
19	Star	−0.5
20	National Geographic	−2.2
21	National Enquirer	−3.3
22	Esquire	−4.6
23	Grit	−4.6
24	Us	−6.9
25	Vanity Fair	−29.4

▶

n/a = not applicable
ne = not estimated

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☐ CYCLE ☐ CAR & DRIVER ☐ STEREO REVIEW ☐ CYCLE WORLD

Figures are FOLIO estimates for the calendar year 1984.

GENERAL INTEREST

Continued

Avg. Subscrip. Circ.

1	Reader's Digest	17,014,098
2	National Geographic	10,229,652
3	TV Guide	8,621,147
4	Smithsonian	2,076,879
5	Ebony	1,455,064
6	Better Living	1,098,568
7	People Weekly	1,011,455
8	On Cable	936,535
9	Yankee	878,683
10	Life	878,645
11	Psychology Today	772,940
12	Jet	664,438
13	Esquire	589,955
14	Saturday Evening Post	560,018
15	Rolling Stone	559,426
16	Us	481,389
17	The New Yorker	464,534
18	National Enquirer	457,069
19	Grit	449,320
20	The Atlantic	386,961
21	Vanity Fair	221,301
22	Connoisseur	216,173
23	Star	151,003
24	Globe	62,712
25	National Examiner	11,004
	Total	**50,248,969**

% Chg. Avg. Sub. Circ.

1984 vs. 1983		%
1	On Cable	91.3
2	National Examiner	41.1
3	Saturday Evening Post	18.2
4	Rolling Stone	8.1
5	Life	7.0
6	Smithsonian	7.0
7	Globe	6.4
8	TV Guide	6.2
9	Ebony	5.1
10	Yankee	3.3
11	Vanity Fair	2.4
12	The Atlantic	2.1
13	Jet	0.7
14	People Weekly	0.7
15	Better Living	ne
16	Connoisseur	ne
17	Reader's Digest	−0.5
18	The New Yorker	−1.3
19	National Geographic	−2.2
20	National Enquirer	−3.3
21	Psychology Today	−3.9
22	Star	−5.0
23	Esquire	−5.2
24	Us	−8.5
25	Grit	−10.1

Net Chg. Avg. Sub. Circ.

1984 vs. 1983		
1	TV Guide	504,763
2	On Cable	446,916
3	Smithsonian	136,505
4	Saturday Evening Post	86,168
5	Ebony	70,874
6	Life	57,459
7	Rolling Stone	41,798
8	Yankee	27,879
9	The Atlantic	7,916
10	People Weekly	6,671
11	Vanity Fair	5,208
12	Jet	4,784
13	Globe	3,796
14	National Examiner	3,204
15	Better Living	ne
16	Connoisseur	ne
17	The New Yorker	−6,253
18	Star	−7,967
19	National Enquirer	−15,795
20	Psychology Today	−31,348
21	Esquire	−32,428
22	Us	−44,839
23	Grit	−50,712
24	Reader's Digest	−87,038
25	National Geographic	−226,405
	Total	**901,156**

Newsstand Revenue

		$000
1	TV Guide	237,270
2	National Enquirer	140,468
3	People Weekly	114,973
4	Star	86,347
5	Globe	46,359
6	National Examiner	25,294
7	Life	20,273
8	Us	17,937
9	Reader's Digest	16,659
10	Jet	12,165
11	Rolling Stone	10,098
12	Grit	5,287
13	Ebony	4,961
14	Esquire	3,955
15	The New Yorker	2,808
16	Saturday Evening Post	2,122
17	Psychology Today	1,888
18	Vanity Fair	1,567
19	Yankee	1,391
20	The Atlantic	1,124
21	Connoisseur	653
22	Smithsonian	202
23	Better Living	0
24	National Geographic	0
25	On Cable	0
	Total	**753,801** ▶

n/a = not applicable
ne = not estimated

MAGAZINE PROFILES

Publisher: Michael Rosenbloom
Advertising Director: Jack Linder
Other key contacts: Mary Fallone, National Account Executive

Editorial Description: GLOBE is edited for an audience interested in a wide range of non-fictional human-interest stories, contemporary in nature, with particular emphasis on the human condition. Health, medicine, science, the occult, and news of the great and near-great in the world of entertainment, politics and business are featured. Topics relating to human success and suffering, poverty and riches, and how men and women strive to overcome obstacles and meet day-to-day contemporary challenges are featured, with strong emphasis on success and achievement in many areas of human endeavor.

Member: ABC
Primary SRDS Classification No. 22A

Grit

Grit Publishing Company
616 Jefferson
Topeka, KS 66607
(913) 295-1111
Year founded: 1882
Published: Weekly

Advertising Director: Terry V. Harding
Other key contacts: Dennis E. Grove, General Manager

Editorial Description: Grit is a family-oriented publication for America's small towns and rural areas. It covers the aspects of family-centered living—working, recreation, homemaking, religious and community involvement. Its range of service features provides practical "how-you-can-do-it" guidance in cooking, gardening, home improvement, family economics, child-raising and recreational activities.

Member: ABC
Primary SRDS Classification No. 22

JET

Johnson Publishing Co., Inc.
820 S. Michigan Avenue
Chicago, IL 60605
(312) 322-9200
Year founded: 1951
Published: Weekly

Publisher: John H. Johnson
Advertising Director: Sandy Sims, Vice President
Other key contacts: H. John Alex, Vice President; Norman Davis, Advertising Representative

Editorial Description: JET is a national news and general editorial magazine oriented to the Black Community. Articles deal with hard news and features, sports, fashion, education, Black History, entertainment, business, society, religion and African affairs. Weekly features include: Ticker Tape, U.S.A.; People; Week's Best Photos; Celebrity Beat—New York to Hollywood; plus each issue features a listing of Black performers appearing on network TV shows during the week.

Member: ABC
Primary SRDS Classification No. 36A

LIFE

Time Inc.
1271 Avenue of the Americas
New York, NY 10022
(212) JU6-1212
Year founded: 1936; revived, 1978
Published: Monthly

Publisher: Charles A. Whittingham
Advertising Director: Alan T. Wragg
Other key contacts: Edith Lycke, New York Advertising Manager; Jim Blazevich, Chicago Advertising Manager; Robert C. Daley, Detroit Advertising Manager; George R. Eckardt, Los Angeles Advertising Manager

Editorial Description: LIFE shows the world through photojournalism. Its subjects are varied and explore the arts, science, fashion, sports, nature, human behavior and various aspects of activity that reflect and affect our lives. The tempo is varied with artists' illustrations, and a few articles and columns.

Member: ABC
Primary SRDS Classification No. 22

National Enquirer

National Enquirer Inc.
Lantana, FL 33464
(305) 586-1111
Year founded: 1926
Published: Weekly

Publisher: James B. Martise
Advertising Director: Ralph S. Gallagher
Other key contacts: Lain Calder, President

Editorial Description: National Enquirer is a nonfiction, general interest publication. It covers contemporary topics from around the world. Articles cover news events, original investigative reporting, celebrity and political personalities, ▶

GENERAL INTEREST

Continued

Avg. Newsstand Circ.

1	TV Guide	8,609,20[illegible]
2	National Enquirer	4,155,858
3	Star	3,256,923
4	Globe	1,783,032
5	People Weekly	1,756,851
6	National Examiner	972,857
7	Reader's Digest	925,500
8	Life	606,792
9	Us	533,843
10	Rolling Stone	266,285
11	Ebony	236,230
12	Jet	187,180
13	Saturday Evening Post	134,729
14	Grit	133,001
15	Esquire	129,767
16	Psychology Today	80,686
17	Yankee	76,258
18	Vanity Fair	52,241
19	The Atlantic	46,819
20	The New Yorker	36,000
21	Connoisseur	18,146
22	Smithsonian	7,489
23	Better Living	0
24	National Geographic	0
25	On Cable	0
	Total	**24,804,474**

% Chg. Avg. News. Circ.

	1984 vs. 1983	%
1	Smithsonian	78.6
2	Vanity Fair	19.7
3	National Examiner	4.9
4	Esquire	3.7
5	Rolling Stone	2.7
6	Psychology Today	2.6
7	People Weekly	1.2
8	The Atlantic	0.6
9	Better Living	n/a
10	Connoisseur	ne
11	National Geographic	n/a
12	On Cable	n/a
13	Yankee	−2.7
14	Ebony	−2.8
15	Jet	−3.7
16	The New Yorker	−3.9
17	TV Guide	−4.9
18	National Enquirer	−5.9
19	Us	−6.6
20	Globe	−7.3
21	Reader's Digest	−9.0
22	Star	−9.5
23	Life	−13.4
24	Saturday Evening Post	−17.2
25	Grit	−29.3

Net Chg. Avg. News. Circ.

	1984 vs. 1983	
1	National Examiner	45,066
2	People Weekly	20,406
3	Vanity Fair	8,581
4	Rolling Stone	7,092
5	Esquire	4,681
6	Smithsonian	3,295
7	Psychology Today	2,022
8	The Atlantic	286
9	Better Living	ne
10	Connoisseur	ne
11	National Geographic	n/a
12	On Cable	n/a
13	The New Yorker	−1,471
14	Yankee	−2,130
15	Ebony	−6,765
16	Jet	−7,145
17	Saturday Evening Post	−27,927
18	Us	−37,567
19	Grit	−54,988
20	Reader's Digest	−91,433
21	Life	−94,185
22	Globe	−141,061
23	National Enquirer	−261,923
24	Star	−342,173
25	TV Guide	−443,234
	Total	**−1,420,573**

% Chg. News. Revenue

	1984 vs. 1983	%
1	Smithsonian	100.2
2	Us	20.7
3	Life	18.1
4	Esquire	8.9
5	National Examiner	4.9
6	People Weekly	3.8
7	Rolling Stone	2.7
8	Psychology Today	2.6
9	The Atlantic	0.6
10	Better Living	n/a
11	Connoisseur	ne
12	National Geographic	n/a
13	On Cable	n/a
14	Vanity Fair	−0.3
15	Reader's Digest	−0.7
16	TV Guide	−1.1
17	Yankee	−2.7
18	Ebony	−2.8
19	Star	−3.3
20	Globe	−3.5
21	Jet	−3.7
22	The New Yorker	−3.9
23	National Enquirer	−5.9
24	Saturday Evening Post	−17.2
25	Grit	−26.5

n/a = not applicable
ne = not estimated

MAGAZINE PROFILES

psychic phenomena, health, psychology, government waste and extravagance. Special emphasis is placed on human success, human interest, and self-improvement.

Member: ABC
Primary SRDS Classification No. 22A

National Examiner

Globe Communications Corporation
2112 South Congress Avenue
West Palm Beach, FL 33406
(305) 433-1551
Published: Weekly

Publisher: Michael Rosenbloom
Advertising Director: Jack Linder
Other key contacts: Alec Bloom, General Manager

Editorial Description: National Examiner is a non-fiction publication of particular appeal to a contemporary audience whose reading interests include the world of entertainment, music, film, the arts and a variety of health-related stories on diet, exercise, medicine, science and the occult. Emphasis is on human interest, psychic phenomena and service features.

Member: ABC
Primary SRDS Classification No. 22A

National Geographic

National Geographic Society
17th & M Streets, N.W.
Washington, DC 20036
(202) 857-7000
Year founded: 1888
Published: Monthly

Advertising Director: George E. Moffat
Other key contacts: William K. Hughes, National Advertising Manager; Patti A. Delaney, Business Manager; G. Sarita Lapham, Advertising Production Director; Alex MacRae, Marketing Director

Editorial Description: National Geographic's articles cover the various parts of the globe, and probe into the farthest reaches of the universe and hitherto unexplored depths of the oceans. It reports on the issues that face the world today, including energy and the environment. Scientific articles range from such subjects as the discovery of fossils of earliest man to the wonders of the electronic chip and the new biology. Articles are accompanied by photographs, drawings, detailed maps and paintings.

Member: ABC
Primary SRDS Classification No. 22

The New Yorker

Advance Publications Inc.
25 West 43rd Street
New York, NY 10036
(212) 840-3800
Year founded: 1925
Published: Weekly

Publisher: Stephen Florio, Executive Vice President
Advertising Director: Robert F. Young

Other key contacts: J. Kennard Bosee, President; Owen J. Hochreiter, Advertising Manager; Stuart Spizer, National Advertising Manager

Editorial Description: The New Yorker discusses current ideas and events in metropolitan America. The magazine blends domestic and international news analysis with cartoons, regular criticism of sports, fashion, and the arts, biographical "Profiles," short fiction, poetry, and "Letters" from correspondents around the world. A listing of "Goings On" in New York precedes "The Talk of the Town," an every-issue assortment of essays, interviews, and anecdotes.

Member: ABC
Primary SRDS Classification No. 22

ON CABLE

On Cable Publications, Inc.
25 Van Zant Street
Norwalk, CT 06856
(203) 866-6256
Year founded: 1980
Published: Monthly

Publisher: Peter Funt
Associate Publisher: Pat L. LaMarco
Advertising Director: Scott Haberman
Other key contacts: Geoffrey Gropp, New York Sales Manager

Editorial Description: ON CABLE combines cable TV program listings with articles about cable programs and personalities. Content focuses on the world of cable television as well as video technology. Regular columns include Movies, Sports, Home Electronics, Hollywood Connection, and CableGrams. Program listings are tailored for each region, providing schedules and highlights for cable services carried locally.

Member: BPA
Primary SRDS Classification No. 30b

▶

Figures are Folio estimates for the calendar year 1984.

GENERAL INTEREST

Continued

Magazine Profiles

People Weekly

Time Inc.
1271 Avenue of the Americas
New York, NY 10020
(212) 586-1212
Year founded: 1974
Published: Weekly

Publisher: S. Christopher Meigher III
Advertising Director: William S. Myers, Associate Publisher
Other key contacts: Terrence W. Russell, National Advertising Sales Manager; John J. Gallagher, Associate Advertising Sales Manager

Editorial Description: People Weekly is edited for active, sophisticated women and men. It presents readers with an overview of the pacesetters on the contemporary American scene, focusing on the newsworthy rather than just the news. Articles feature the work and lifestyles of people in the arts, sciences, business and politics as well as stars of television, motion pictures, records and sports. People Weekly also profiles relatively unknown individuals who lead unusual, inspiring, or interesting lives.

Member: ABC

Primary SRDS Classification No. 36A

Psychology Today

The American Psychological Association
One Park Avenue, Suite 1111
New York, NY 10016
(212) 481-0200
Year founded: 1967
Published: Monthly

Publisher: Joseph Benjamin
Advertising Director: Jerry Firestone

Editorial Description: Psychology Today is a forum for the exchange of new ideas which deals with business, technology, science and people from the vantage point of human behavior. Longer articles are contained in a feature well; shorter subjects—facts, ideas, opinion, and humor—are covered in the "Crosstalk" section. Special attention is given to the graphic presentation of the subject matter.

Member: ABC

Primary SRDS Classification No. 22

Reader's Digest

The Reader's Digest Association, Inc.
Pleasantville, NY 10570
(914) 769-7000
Year founded: 1922
Published: Monthly

Publisher: Richard F. McLoughlin
Associate Publisher: Lynn C. Mapes
Advertising Director: Richard N. Murray
Other key contacts: William F. Bowdren, Marketing Director

Editorial Description: Reader's Digest is a general interest, non-fiction reading magazine for the entire family. Many of the articles are "digested" from articles appearing in other publications. The balance is staff-written or contributed by readers and each issue carries a condensation of a current book. Article subjects include: self improvement, psychology, ecology, government, world affairs, crime, community action, health, "Unforgettable Characters," campus, employment, sports, travel, science and invention, "World Power," "Humor in Uniform" and other broad-interest subjects.

Member: ABC

Primary SRDS Classification No. 22

Rolling Stone

Straight Arrow Publishers Inc.
745 Fifth Avenue
New York, NY 10151
(212) 758-3800
Year founded: 1967
Published: Biweekly

Publisher: Jann S. Wenner
Advertising Director: Leslie H. Zeifman, Associate Publisher
Other key contacts: Kent Brownridge, General Manager; Dana Fields, National Sales Manager

Editorial Description: Rolling Stone is edited for young adults who have a special interest in popular culture, particularly music, film and politics. Regular features include state-of-the-art audio and electronics columns, record reviews, reader correspondence; interviews and photojournalism features. Special issues include Audio, Video, College, Fashion and Consumer Electronics supplements.

Member: ABC

Primary SRDS Classification No. 33

The Saturday Evening Post

Benjamin Franklin Literary & Medical Society
1100 Waterway Boulevard
Indianapolis, IN 46202
(317) 636-8881
Year founded: 1728
Published: 9x per year

Publisher: Dr. Cory J. SerVaas M.D.
Advertising Director: Don Moldroski
Other key contacts: Robert L. Silvers, Associate Publisher; Don Sutton, Marketing Director

Editorial Description: The Saturday Evening Post is a general interest magazine containing humor, fiction, non-fiction and graphic elements of interest to the American family. Editorial coverage includes articles on volunteerism, health, preventive medicine, self-improvement, sports, ecology, education, science, personal interviews of distinguished or especially interesting people, music, literature, art, travel and other topics deemed of national interest. Fiction runs to short and medium lengths on appropriate themes. Special departments include a medical section, "Postscripts," cartoons, etc.

Member: ABC

Primary SRDS Classification No. 22

Smithsonian

Smithsonian Institution
Arts & Industries Building
900 Jefferson Drive
Washington, DC 20560
(202) 357-2888
Year founded: 1970
Published: Monthly

Publisher: Joseph J. Bonsignore
Advertising Director: Thomas H. Black
Other key contacts: Edward Daly, Lewis Ogle

Editorial Description: Smithsonian involves itself with Man's cultural, intellectual, social and physical environment. It is the editor's view that it is the total and not just part of the environment that contributes to the quality of life. Topics range from ecology, science, urbanology, technology to art, history, nature and leisure activities. Editors approach serious problems on a more pragmatic than ideological basis. Less serious subjects are treated with a light, often humorous touch, avoiding the ponderous.

Member: ABC

Primary SRDS Classification No. 22

STAR

News Group Magazines
660 White Plains Road
Tarrytown, NY 10591
(914) 332-5000
Year founded: 1974
Published: Weekly

Publisher: Peter Eldredge
Advertising Director: Nan Elmore
Other key contacts: Richard Moran, Eastern Sales Manager; Lynn Mabus, Midwestern Sales Manager; Joyce Amiri, Western Sales Manager

Editorial Description: STAR is a general interest newsmagazine edited for the entire family. It contains news about Television and Hollywood celebrities, homemaker service features such as shopping tips, dress patterns and diets, advice on your health from medical doctors and psychologists, politics, news about the Washington scene, horoscopes and astrological predictions.

Member: ABC

Primary SRDS Classification No. 22A

TV Guide

Triangle Publications, Inc.
4 Radnor Corporate Center
Radnor, PA 19088
(215) 293-8500
Year founded: 1953
Published: Weekly

Publisher: Eric G. Larson
Advertising Director: Thomas J. McDonough
Other key contacts: Robert G. Baumler, Advertising Manager; James B. Delehanty, Eastern Advertising Manager; James H. Clark, Midwest Advertising Manager; C. Robert Brooks, West Coast Advertising Manager; Joseph W. Kryla, Detroit Advertising Manager

Editorial Description: TV Guide reports, probes and analyzes various aspects of network, cable and pay television. Its national editorial section contains in-depth reports on the television medium, and a wide array of updates, backgrounders, special profiles and features, many of which deal with the medium's relationships with news, sports, science, finance, politics, government, literature, the arts and social issues. The local section provides network, local and pay/cable programming information for each local edition area.

Member: ABC

Primary SRDS Classification No. 36A

US

US Magazine Company
745 Lexington Avenue
New York, NY 10151
(212) 758-3800

(Continued on page 172)▶

Health & Fitness

Market Highlights

CIRCULATION:

CATEGORY UPS TOTAL CIRCULATION APPROXIMATELY 20%

Total circulation for the six-book market grows by about 20% vs. 1983. Original "Health & Fitness" magazine, *Prevention* has circulation of 2,928,002, nearly triple that of the number two book. New entry *Muscle & Fitness* joins the category with a strong circ of 420,071. *American Health* duplicates its number one sub growth performance of last year with a 43.6% leap, and *Shape* tops newsstand growth, up 36.7%. *AH* and *Shape* also nab the number one and two spots in overall circulation gains.

AD PAGES:

NEW FOLIO:400 BOOK MAKES STRONG AD PAGE DEBUT

Muscle & Fitness joins the market with 1,280 pages, almost one third of the category's total. However, *American Health* jogs away with the prize for biggest gains versus 1983, 57.5%, as it did last year (66.4%). Three of the remaining four titles score healthy, double-digit page gains.

REVENUE:

BIG BOOK STILL DOMINATES: ONE TITLE RECORDS THREE-DIGIT GAIN

Prevention still dominates the revenue picture, pulling in three times the ad and total revenue dollars of the number two book. However, robust *American Health* sets the record for ad revenue gains with a whopping 152.2% increase over 1983, on heels of a 129.6% jump last year. *Shape*, new to the FOLIO:400 last year, also flexes its ad revenue muscles with an impressive 95.6% increase.

THERE'S A HEALTHY DIFFERENCE.

WE DELIVER 2,821,500* HEALTH & FITNESS—MINDED HOUSEHOLDS.

When you're thinking health and fitness—think *big*!

A Rodale Press Publication
Marshall Ackerman, Publisher
NEW YORK (212) 370-9643
LOS ANGELES (213) 487-5630
CHICAGO (312) 649-1650
SAN FRANCISCO (415) 989-5804

Prevention
AMERICA'S LEADING HEALTH MAGAZINE
HOW TO CHECK OUT YOUR HEART
p. 49
Learn to Bend
(without getting bent out of shape)
p. 87
Birth Control After 35
p. 57
AUGUST 1985
PLUS:
Sunless Tanning,
Pet Therapy...
More!

Health
A GO-GETTER'S GUIDE TO RELAXATION
NEW-WAVE COMMUTING: WALK, BIKE, RUN TO WORK!
"I CARRIED ANOTHER COUPLE'S BABY"
GIVE (AND GET) A GREAT MASSAGE
23 WAYS TO BRING OUT YOUR NATURAL BEAUTY
AMERICAN HEALTH
IS A 'PERFECT' BODY WORTH IT?
WHY SOME FOODS DON'T MIX

HEALTH & FITNESS

Ad Pages

1	Muscle & Fitness	1,280
2	Prevention	881
3	Shape	720
4	Health	435
5	American Health	405
6	Weight Watchers Mag.	362
	Total	**4,083**

% Chg. Ad Pages

	1984 vs. 1983	%
1	American Health	57.5
2	Shape	25.4
3	Weight Watchers Mag.	19.9
4	Health	14.4
5	Muscle & Fitness	ne
6	Prevention	– 10.6

Net Chg. Ad Pages

	1984 vs. 1983	
1	American Health	148
2	Shape	146
3	Weight Watchers Mag.	60
4	Health	55
5	Muscle & Fitness	ne
6	Prevention	– 104
	Total	**305**

Avg. Ad Pages/Copy

1	Muscle & Fitness	107
2	Prevention	73
3	Shape	60
4	American Health	45
5	Health	36
6	Weight Watchers Mag.	30

Ad Revenue

		$000
1	Prevention	16,542
2	Health	5,364
3	American Health	4,974
4	Weight Watchers Mag.	4,946
5	Shape	2,650
6	Muscle & Fitness	2,100
	Total	**36,576**

% Chg. Ad Revenue

	1984 vs. 1983	%
1	American Health	152.2
2	Shape	95.6
3	Health	25.8
4	Weight Watchers Mag.	20.3
5	Muscle & Fitness	ne
6	Prevention	– 4.6

Net Chg. Ad Revenue

	1984 vs. 1983	$000
1	American Health	3,002
2	Shape	1,295
3	Health	1,102
4	Weight Watchers Mag.	836
5	Muscle & Fitness	ne
6	Prevention	– 795
	Total	**5,440**

Avg. Edit. Pgs./Copy

1	Muscle & Fitness	117
2	Prevention	96
3	Shape	75
4	American Health	61
5	Health	39
6	Weight Watchers Mag.	37

Average Circulation

1	Prevention	2,928,002
2	Health	998,267
3	Weight Watchers Mag.	849,869
4	American Health	680,974
5	Shape	489,904
6	Muscle & Fitness	420,071
	Total	**6,367,087**

% Chg. Avg. Circ.

	1984 vs. 1983	%
1	American Health	36.1
2	Shape	22.0
3	Health	15.6
4	Weight Watchers Mag.	9.3
5	Prevention	8.6
6	Muscle & Fitness	ne

Net Chg. Avg. Circ.

	1984 vs. 1983	
1	Prevention	231,713
2	American Health	180,800
3	Health	134,898
4	Shape	88,255
5	Weight Watchers Mag.	72,154
6	Muscle & Fitness	ne
	Total	**707,820**

Avg. Total Pgs./Copy

	ad pages + edit. pages	
1	Muscle & Fitness	223
2	Prevention	169
3	Shape	135
4	American Health	106
5	Health	75
6	Weight Watchers Mag.	67

▶

n/a = not applicable
ne = not estimated

MAGAZINE PROFILES

American Health
Fitness of Body and Mind

American Health Partners
80 Fifth Avenue
New York, NY 10011
(212) 242-2460
Year founded: 1982
Published: 10x per year

Publisher: Owen J. Lipstein
Advertising Director: John B. Caldwell, Jr.
Other key contacts: Sheila Wyle, National Sales Manager; Elizabeth Schick, Sales Promotion Director

Editorial Description: American Health: Fitness of Body and Mind is designed to deal directly with the current emerging lifestyle focused on individual health and well-being. Principal features cover recent developments in such areas as nutrition, fitness and exercise, prevention and psychology. Shorter items cover such topics as stress, new medical technologies, sports medicine and the economics of the health care system, including the evaluation of doctors, drugs, insurance plans, etc.

Member: ABC

Primary SRDS Classification No. 23

Health

Family Media, Inc.
149 Fifth Avenue
New York, NY 10010
(212) 598-0800
Year founded: 1969
Published: Monthly

Publisher: Philip J. Titolo
Advertising Director: Leo J. Dean
Other key contacts: Mitch Lurin, Director of Marketing Services

Editorial Description: Health updates and advises the lay reader on the world of health—nutrition, fitness, longevity, medical care, beauty, emotions, child care, dieting. Departments include: Breakthroughs; Pound Wise (Weight Control); Richard's Almanac.

Member: ABC

Primary SRDS Classification No. 23

Muscle & Fitness

I. Brute Enterprises, Inc.
21100 Erwin Street
Woodland Hills, CA 91367
(818) 884-6800
Year founded: 1937
Published: Monthly

Publisher: Joe Weider
Advertising Director: Gregg Loria
Other key contacts: Warren Wanderer, National Advertising Director; Tim Hamill, Midwestern Advertising Manager

Editorial Description: Muscle & Fitness presents the nation's new consciousness of physical fitness to the serious exercise and athletic training enthusiast. Readers are both men and women—active partcipants in sports and exercise programs, from weight training and bodybuilding to martial arts and gymnastics. Contains editorial on such subjects as scientific data, especially technical information on sports medicine, space-age nutrition and physiology.

Member: ABC

Primary SRDS Classification No. 45

Figures are Folio estimates for the calendar year 1984.

HEALTH & FITNESS

Continued

Total Revenue

ad rev. + circ. rev.

		$000
1	Prevention	54,799
2	Muscle & Fitness	17,732
3	Health	15,878
4	Weight Watchers Mag.	14,159
5	Shape	13,407
6	American Health	12,439
	Total	**128,414**

% Chg. Total Revenue

1984 vs. 1983

		%
1	American Health	85.2
2	Shape	33.3
3	Health	16.4
4	Weight Watchers Mag.	11.3
5	Prevention	7.5
6	Muscle & Fitness	ne

Subscription Revenue

		$000
1	Prevention	35,841
2	Health	10,465
3	Weight Watchers Mag.	6,602
4	American Health	6,354
5	Shape	2,135
6	Muscle & Fitness	1,528
	Total	**62,925**

% Chg. Sub. Revenue

1984 vs. 1983

		%
1	American Health	62.3
2	Prevention	14.6
3	Health	12.2
4	Weight Watchers Mag.	2.9
5	Muscle & Fitness	ne
6	Shape	−11.0

Avg. Subscrip. Circ.

1	Prevention	2,793,763
2	Health	995,839
3	Weight Watchers Mag.	704,800
4	American Health	619,225
5	Shape	121,464
6	Muscle & Fitness	52,776
	Total	**5,287,867**

% Chg. Avg. Sub. Circ.

1984 vs. 1983

		%
1	American Health	43.6
2	Health	15.8
3	Weight Watchers Mag.	9.0
4	Prevention	8.9
5	Muscle & Fitness	ne
6	Shape	−8.1

Net Chg. Avg. Sub. Circ.

1984 vs. 1983

1	Prevention	227,618
2	American Health	188,080
3	Health	135,653
4	Weight Watchers Mag.	58,091
5	Muscle & Fitness	ne
6	Shape	−10,706
	Total	**598,736**

Newsstand Revenue

		$000
1	Muscle & Fitness	14,104
2	Shape	8,621
3	Weight Watchers Mag.	2,611
4	Prevention	2,416
5	American Health	1,111
6	Health	49
	Total	**28,912**

Avg. Newsstand Circ.

1	Shape	368,440
2	Muscle & Fitness	367,295
3	Weight Watchers Mag.	145,070
4	Prevention	134,240
5	American Health	61,749
6	Health	2,428
	Total	**1,079,222**

% Chg. Avg. News. Circ.

1984 vs. 1983

		%
1	Shape	36.7
2	Weight Watchers Mag.	10.7
3	Prevention	3.1
4	Muscle & Fitness	ne
5	American Health	−10.5
6	Health	−23.7

Net Chg. Avg. News. Circ.

1984 vs. 1983

1	Shape	98,960
2	Weight Watchers Mag.	14,064
3	Prevention	4,095
4	Muscle & Fitness	ne
5	Health	−756
6	American Health	−7,280
	Total	**109,083**

% Chg. News. Revenue

1984 vs. 1983

		%
1	Shape	36.7
2	American Health	34.2
3	Weight Watchers Mag.	18.6
4	Prevention	3.1
5	Muscle & Fitness	ne
6	Health	−13.3

n/a = not applicable
ne = not estimated

MAGAZINE PROFILES

Prevention

Rodale Press, Inc.
33 East Minor Street
Emmaus, PA 18049
(215) 967-5171
Year founded: 1950
Published: Monthly

Publisher: Marshall Ackerman
Advertising Director: Jim Sutherland, Associate Publisher/Advertising
Other key contacts: Cerf Berkley, Advertising Manager

Editorial Description: Prevention, edited under the supervision of an Advisory Board of physicians and nutritionists, is published for the woman whose interest in nutrition, appearance, and exercise is an important force in her life. It provides the latest information about nutrition, fitness techniques, pharmaceutical products, and new medical technologies, in order to help readers improve their personal health initiatives and enable them to be knowledgeable consumers when professional medical aid is desired. Articles cover food products, beauty aids, appliances, travel and other aspects of today's healthy lifestyle.

Member: ABC

Primary SRDS Classification No. 23

Shape

Shape Magazine, Inc.
21100 Erwin Street
Woodland Hills, CA 91367
(818) 704-8905
Year founded: 1981
Published: Monthly

Publisher: Joe Weider
Advertising Director: Gregg Loria
Other key contacts: Warren Wanderer, Eastern Advertising Manager; Tim Hamill, Midwestern Advertising Manager; Bruce Loria, Western Advertising Manager

Editorial Description: Shape is the fitness lifestyle magazine for women devoted to scientific guidance in nutrition, exercise, physiology, sports and various areas relative to beauty built from the inside out. Regular features are provided by those in the medical, sports, and nutrition world. Shape is written for today's physically active woman.

Member: ABC

Primary SRDS Classification No. 49

Weight Watchers Magazine

W/W Twentyfirst Corporation
360 Lexington Avenue
New York, NY 10017
(212) 370-0644
Year founded: 1967
Published: Monthly

Publisher: Kent Q. Kreh
Advertising Director: Kathleen H. Parmenter
Editorial Description: Weight Watchers Magazine is a quality special interest magazine devoted to food and recipes, nutrition, fitness and weight control. In addition, the magazine includes features on entertaining, table-top items, and small appliances, along with beauty and fashion. It is edited for a female audience and is "More Than A Diet Magazine!"
Member: ABC, MPA

Primary SRDS Classification No. 18

Figures are FOLIO estimates for the calendar year 1984.

Home

Market Highlights

CIRCULATION:

CIRCULATION GROWTH LED BY NEWSSTAND

Market loses one book, gains two FOLIO:400 newcomers, and total circ passes 26 million mark. Twenty-three members range in size from giant *Better Homes and Gardens* with 8+ million, to *Texas Homes* with 84,582 total average circ. Leading in average total circ gain vs. '83 is *Country Living* (up 29.6%) followed by *Americana* and *1,001 Home Ideas*, both up 13.2% over year ago.

Subscriptions, accounting for more than 90% total circulation, are led by *Better Homes and Gardens* (which is also tops in newsstand circ). A 35.1% hike in subs places *Country Living* first in that growth measurement. *Americana* ranks second with its 14.8% increase. Market reverses last year's drop at newsstand with a 4.1% average increase per book. Contributing to that gain in newsstand circ are *Home*, up 31.9%, and *The Family Handyman*, showing a 27.6% improvement.

AD PAGES:

PAGES MATCH '83 GROWTH RATE

Members' ad pages total 18,812, with *Sunset* at top with 1,782, followed by *Architectural Digest*, at 1,601. A 1984 average gain in ad pages of 6.2% vs. '83 equals market's '83 pace, and 16 magazines gain pages, five at a rate of more than 10%. Second-fastest grower, *House & Garden*, with 32.4% more pages in '84 than '83, is close behind growth leader *Home* (up 33.6%).

REVENUE:

NEWSSTAND BRINGS NEW PLAYERS TO REVENUE STORY

Market's total revenue increases by nearly $95 million in 1984 to reach $736.2 million. With $100 million separating it from its nearest competitor, *Better Homes and Gardens* earns over one quarter of market's total revenue. In ad revenues, *BH&G* pulls away with nearly one third of all dollars, but second-place *Southern Living*'s ad and total revenues are nothing to sneeze at: $53.3 million ad dollars contribute to a total revenue of $90.8 million. *BH&G* and *SL* also land the one-two position in sub revenue. Growth in these measurements are led by *Country Living* and *Home*. Both increase total revenue by more than 35% vs. '83, *Country Living* boosts its ad revenue 71.5% in '84, and both hike sub revenue by more than 20% vs. '83.

Newsstand revenue and growth depart from the other revenue stories. *Country Living*'s $10.3 million puts it on top, with *BH&G* taking second place with $9.8 million. *The Family Handyman* builds its revenues earned at the newsstand 37% vs. '83, and *Home* ups its newsstand revenue 31.9%.

HOME

Ad Pages

1	Sunset	1,782
2	Architectural Digest	1,601
3	Southern Living	1,592
4	Better Homes and Gardens	1,499
5	Houston Home & Garden	1,243
6	House Beautiful	1,139
7	House & Garden	1,095
8	Texas Homes	931
9	Metropolitan Home	880
10	Home Mechanix	836
11	Country Living	796
12	Organic Gardening	796
13	The Family Handyman	755
14	Home	610
15	1,001 Home Ideas	497
16	Southern Accents	484
17	New Shelter	469
18	Colonial Homes	414
19	Country Journal	381
20	Workbench	358
21	The Homeowner	260
22	Americana	231
23	Early American Life	163
	Total	**18,812**

% Chg. Ad Pages

	1984 vs. 1983	%
1	Home	33.6
2	House & Garden	32.4
3	Country Living	25.0
4	1,001 Home Ideas	24.0
5	Metropolitan Home	20.0
6	Texas Homes	11.1
7	Better Homes and Gardens	9.0
8	Colonial Homes	7.7
9	The Family Handyman	6.1
10	Southern Living	5.3
11	Americana	3.8
12	House Beautiful	3.6
13	Architectural Digest	2.6
14	New Shelter	1.9
15	Home Mechanix	0.2
16	Sunset	0.1
17	The Homeowner	ne
18	Southern Accents	ne
19	Houston Home & Garden	– 2.3
20	Early American Life	– 8.7
21	Organic Gardening	– 9.6
22	Workbench	– 9.6
23	Country Journal	– 26.7

Net Chg. Ad Pages

	1984 vs. 1983	
1	House & Garden	268
2	Country Living	160
3	Home	153
4	Metropolitan Home	145
5	Better Homes and Gardens	123
6	1,001 Home Ideas	96
7	Texas Homes	93
8	Southern Living	80
9	The Family Handyman	43
10	Architectural Digest	41
11	House Beautiful	39
12	Colonial Homes	30
13	Americana	9
14	New Shelter	9
15	Home Mechanix	2
16	Sunset	2
17	The Homeowner	ne
18	Southern Accents	ne
19	Early American Life	– 16
20	Houston Home & Garden	– 29
21	Workbench	– 38
22	Organic Gardening	– 85
23	Country Journal	– 139
	Total	**986**

Avg. Ad Pages/Copy

1	Sunset	149
2	Architectural Digest	133
3	Southern Living	133
4	Better Homes and Gardens	125
5	Houston Home & Garden	104
6	House Beautiful	95
7	House & Garden	91
8	Southern Accents	81
9	Texas Homes	78
10	The Family Handyman	76
11	Metropolitan Home	73
12	Home Mechanix	70
13	Colonial Homes	69
14	Country Living	66
15	Organic Gardening	66
16	Workbench	60
17	New Shelter	52
18	Home	51
19	1,001 Home Ideas	41
20	Americana	39
21	Country Journal	35
22	Early American Life	27
23	The Homeowner	26

▶

n/a = not applicable
ne = not estimated

MAGAZINE PROFILES

Americana

Americana Magazine, Inc.
29 West 38th Street
New York, NY 10018
(212) 398-1550
Year founded: 1979
Published: Bimonthly

Publisher: Jack Armstrong
Advertising Director: Art Johnson
Other key contacts: Michael Durham, Editor

Editorial Description: Americana magazine publishes articles on crafts, collecting, restorations, travel, decorating, cooking, gardening, and a number of other activities with roots in the American past that people are participating in today. Contains practical information, including detailed how-to instructions.

Member: ABC

Primary SRDS Classification No. 24

Architectural Digest

Knapp Communications Corporation
5900 Wilshire Blvd.
Los Angeles, CA 90036
(213) 937-4740
Year founded: 1920
Published: Monthly

Publisher: Thomas P. Losee, Jr.
Advertising Director: R. Jeffrey Petersen

Editorial Description: Architectural Digest showcases residences throughout the world. Regular features focus on the fine arts, antiques, architecture and international properties. Architectural Digest appeals to those readers who travel often, entertain frequently and buy the highest quality fashions and fragrances.

Member: ABC

Primary SRDS Classification No. 24

Better Homes and Gardens

Meredith Corporation
17th and Locust
Des Moines, IA 50336
(515) 284-3000
Year founded: 1922
Published: Monthly

Publisher: J. Wesley Silk
Advertising Director: Lennox E. H. Stuart
Other key contacts: Del Rusher, Associate Publisher; Terry Unsworth, Director of Publishing Services

Editorial Description: Better Homes and Gardens is edited for husbands and wives who have a serious interest in home and family as the focal point of their lives. Better Homes and Gardens covers in-depth these home and family subjects: food and appliances, building and handyman, decorating, family money management, gardening, travel, health, cars in your family, home and family entertainment, new product information and shopping.

Member: ABC, PIB, MPA

Primary SRDS Classification No. 24

Colonial Homes

Hearst Magazines
1790 Broadway, 14th Floor
New York, NY 10019
(212) 247-8720
Year founded: 1975
Published: Bimonthly

Publisher: David J. Moore
Advertising Director: E. Michael Peterson
Other key contacts: Daniel Gentile, Midwest Sales Manager

Editorial Description: Colonial Homes is the showcase of all facets of traditional American homes: furnishings, decorative accessories, and amenities. It is unique in providing unsurpassed coverage on creating and maintaining the traditional home. Readers discover the key to elegant living in pages rich with ideas on home building, remodeling, home furnishing, decorating, and home entertainment. Colonial Homes combines this appreciation of fine tradition and quality with important information on the modern conveniences necessary to meet the demands of today's fast paced living.

Member: ABC

Primary SRDS Classification No. 24

Blair & Ketchum's
Country Journal

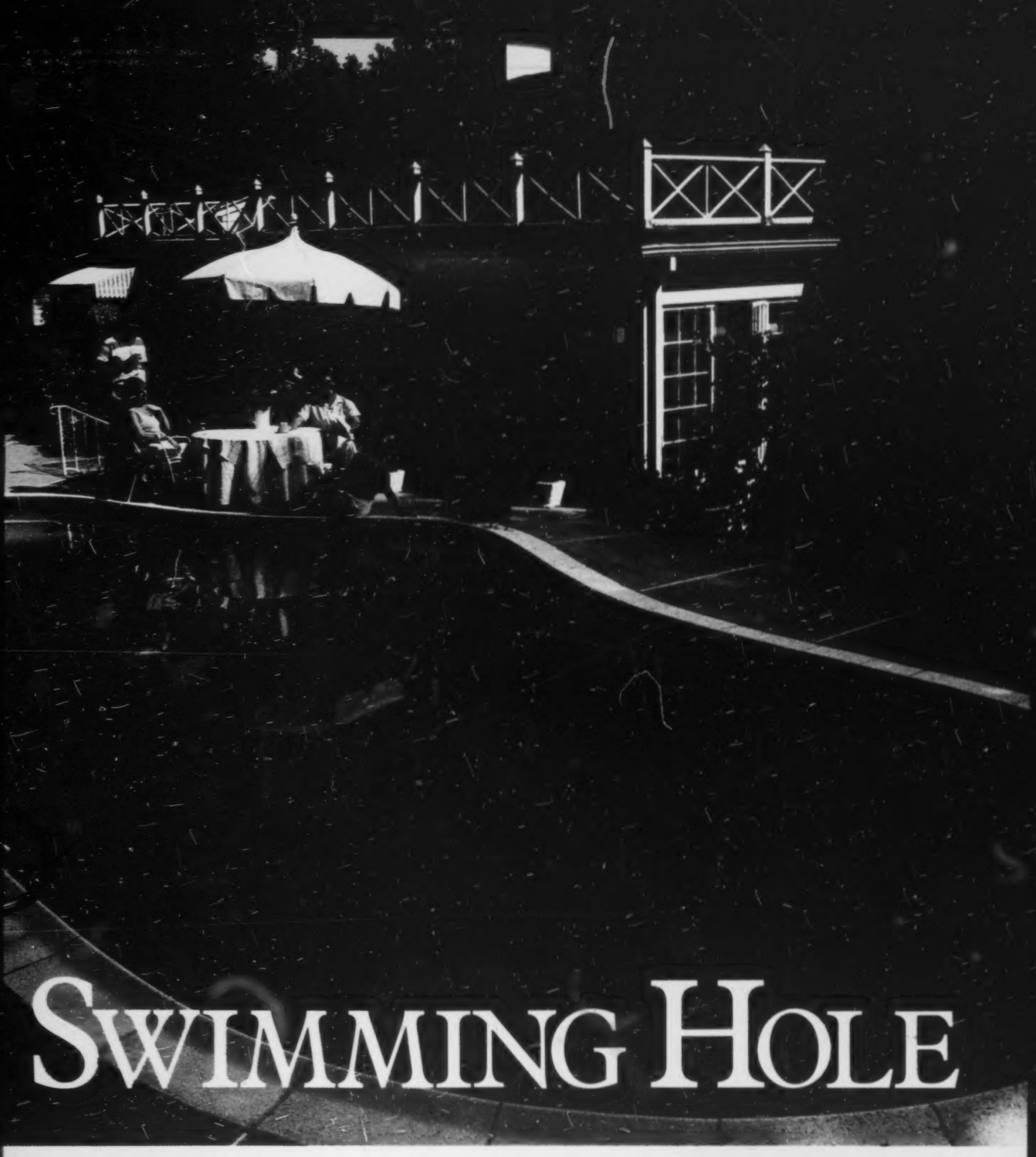
Historical Times, Inc.
2245 Kohn Road
P.O. Box 8200
Harrisburg, PA 17105
(717) 657-9555
Year founded: 1974
Published: Monthly

Publisher: Warren B. Syer
Advertising Director: Kathy Read
Other key contacts: Len Levine, Vice President Marketing

Editorial Description: Country Journal is a magazine about country living written with today's active homeowner in mind. Country Journal publishes practical articles about gardening, raising livestock, heating with wood, travel, recreational and cultural activities and other aspects of country life. Issues related to conservation, ecology, land use, etc. are also covered. Regular columns on the weather, on cooking, and on books provide in-depth coverage of the problems and rewards of country living.

Member: ABC

Primary SRDS Classification No. 24 ▶


SWIMMING HOLE

Some swimming hole. And the house isn't exactly primitive either.

Do we call this country living? We do indeed. And so do more than 7 million Country Living readers who are upscale. With affluent tastes. And a median household income of over $32,000.

It's a very significant audience for whom *country* is a mind-set. A relaxed way of living that can be city, suburbs, anywhere.

For sure, the fastest-growing major magazine didn't get there by reaching only skinny-dippers down by the ole swimmin' hole.

Sources: 1985 Spring MRI, adjusted for circulation increase. ABC, all magazines with an ABC circulation of 1,000,000 or more.

YOU CAN'T TAKE THE COUNTRY OUT OF AMERICA.

Country Living
Decorating • Crafts • Cooking • Real Estate • Antiques
HISTORIC CANADA ONTARIO'S PIONEER HERITAGE
WOOD STOVE ROUNDUP

HOME

Continued

Ad Revenue

		$000
1	Better Homes and Gardens	126,134
2	Southern Living	53,335
3	Sunset	43,050
4	Architectural Digest	27,765
5	House Beautiful	26,066
6	Home Mechanix	19,481
7	House & Garden	18,903
8	Country Living	15,942
9	Metropolitan Home	13,871
10	The Family Handyman	12,057
11	Organic Gardening	9,528
12	1,001 Home Ideas	8,915
13	Home	7,301
14	Colonial Homes	6,365
15	Houston Home & Garden	5,345
16	New Shelter	4,464
17	Texas Homes	3,644
18	Workbench	2,981
19	Southern Accents	2,719
20	Country Journal	2,497
21	Americana	1,870
22	The Homeowner	1,648
23	Early American Life	847
	Total	**414,928**

% Chg. Ad Revenue

1984 vs. 1983		%
1	Country Living	71.5
2	Home	57.0
3	House & Garden	46.4
4	1,001 Home Ideas	41.5
5	The Family Handyman	30.1
6	Metropolitan Home	25.9
7	House Beautiful	22.6
8	Colonial Homes	21.5
9	Texas Homes	18.2
10	Americana	18.1
11	New Shelter	17.7
12	Houston Home & Garden	16.5
13	Better Homes and Gardens	15.7
14	Southern Living	13.5
15	Architectural Digest	12.6
16	Home Mechanix	10.8
17	Sunset	8.4
18	Workbench	5.0
19	The Homeowner	ne
20	Southern Accents	ne
21	Organic Gardening	−0.6
22	Early American Life	−2.9
23	Country Journal	−21.4

Net Chg. Ad Revenue

1984 vs. 1983		$000
1	Better Homes and Gardens	17,124
2	Country Living	6,645
3	Southern Living	6,358
4	House & Garden	5,990
5	House Beautiful	4,804
6	Sunset	3,333
7	Architectural Digest	3,110
8	Metropolitan Home	2,850
9	The Family Handyman	2,787
10	Home	2,652
11	1,001 Home Ideas	2,614
12	Home Mechanix	1,899
13	Colonial Homes	1,125
14	Houston Home & Garden	758
15	New Shelter	671
16	Texas Homes	562
17	Americana	286
18	Workbench	141
19	The Homeowner	ne
20	Southern Accents	ne
21	Early American Life	−26
22	Organic Gardening	−59
23	Country Journal	−680
	Total	**62,944**

Avg. Edit. Pgs./Copy

1	House & Garden	132
2	Southern Living	126
3	Colonial Homes	117
4	Sunset	102
5	Better Homes and Gardens	91
6	Country Living	91
7	House Beautiful	90
8	Southern Accents	87
9	Home	84
10	Houston Home & Garden	79
11	Organic Gardening	74
12	Metropolitan Home	69
13	Americana	67
14	The Family Handyman	67
15	Home Mechanix	67
16	Early American Life	64
17	Texas Homes	63
18	Workbench	63
19	Country Journal	52
20	New Shelter	52
21	The Homeowner	49
22	1,001 Home Ideas	42
23	Architectural Digest	ne

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n/a = not applicable
ne = not estimated

MAGAZINE PROFILES

Country Living

Hearst Magazines
1700 Broadway
New York, NY 10019
(212) 262-5700
Year founded: 1978
Published: Monthly

Publisher: Richard Sarno
Advertising Director: Louis G. Pepe
Other key contacts: Victoria Lasdon, New York Manager; Peter L. Miller, Midwestern Manager; Owen C. Buckley, Western Manager

Editorial Description: Country Living is a home-service magazine edited for suburban and city dwellers, who want to create the warmth and charm of a country lifestyle. Articles range from decorating with antiques and reproductions to buying an old home, building a new home to cooking country cuisine. Country cooking, kitchen planning, home entertainment, decorating, creative crafts, energy conservation, gardening, interior design, real estate and house plans to buy are included in each issue. Regular contributors write on food and wine, furniture refinishing and decorating, travel, and home remodeling. Previews of products available in today's market to create a "country look" are regularly featured.

Member: ABC

Primary SRDS Classification No. 24

Early American Life

Historical Times, Inc.
2245 Kohn Road
Harrisburg, PA 17105
(717) 657-9555
Year founded: 1970
Published: Bimonthly

Advertising Director: Kathy Read
Other key contacts: Leonard Levine, Marketing Director

Editorial Description: Early American Life is published for everyone who is interested in building, furnishing and decorating in the early American style. It contains articles of particular value in restoring old houses and in giving new ones the special flavor of the 18th and 19th centuries. In addition to home furnishings content, Early American life features include travel, foods, handcrafts of all kinds, collecting, and the story of how everyday life was for Americans of an earlier time. Each issue involves readers in the classic design and warm style of an earlier America, helping them to incorporate the best of the past into today's lifestyle.

Member: ABC

Primary SRDS Classification No. 24

The Family Handyman

The Webb Company
1999 Shepard Road
St. Paul, MN 55116
(612) 690-7328
Year founded: 1951
Published: 10x per year

Publisher: Greg Carey
Advertising Director: Pat Barry

Editorial Description: The Family Handyman is edited for the homeowner with an active interest in home improvement and home management. Major editorial categories include home remodeling, repair and maintenance, energy efficiency, home furnishings and decorating, yard and garden care. Additional themes include woodworking, auto maintenance, new products and general interest. The graphic emphasis is on step-by-step photos and illustrations as well as detailed plans and diagrams. Editorial departments include Ask Handyman, Reader Letters, Using Tools, Shop News, Pro Advice, Appliance Repair and Handyman Garage.

Member: ABC

Primary SRDS Classification No. 24

Home

Home Magazine, Ltd.
140 East 45th Street
2 Grand Central Tower
New York, NY 10017
(212) 682-4040
Year founded: 1954
Published: Monthly

Publisher: George C. Fields
Advertising Director: Herbert W. Bode
Other key contacts: Karen Crawford, Promotion Director; Patricia Soffel, Advertising Service Manager

Editorial Description: Home is edited for home enthusiasts. Eight out of ten editorial pages are devoted to remodeling, furnishings, architecture and building. It covers new and remodeled kitchens and baths, room additions and conversions, renovations, decorating and design projects, luxury accessories and amenities, landscaping, etc. Features also include interviews with industry professionals, such as decorators, designers and architects. In addition to feature articles, Home's departments include news and financial information of interest to homeowners, energy conservation, home plans, a buying guide, direct response products, listings of brochures and product literature available from manufacturers, and maintenance and repair information.

Member: ABC

Primary SRDS Classification No. 24

Home Mechanix

(formerly Mechanix Illustrated)

CBS Magazines
1515 Broadway, 12th Floor
New York, NY 10036
(212) 719-6000
Year founded: 1928
Published: Monthly

Publisher: Marlene Jensen

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Figures are Folio estimates for the calendar year 1984.

HOME

Continued

Average Circulation

1	Better Homes and Gardens	8,031,119
2	Southern Living	2,255,459
3	Home Mechanix	1,591,715
4	1,001 Home Ideas	1,520,818
5	Sunset	1,393,337
6	Organic Gardening	1,375,999
7	Country Living	1,251,870
8	The Family Handyman	1,209,604
9	Workbench	883,133
10	House Beautiful	869,334
11	Metropolitan Home	723,007
12	New Shelter	712,282
13	The Homeowner	639,621
14	Colonial Homes	620,990
15	Architectural Digest	601,048
16	Home	578,788
17	House & Garden	563,459
18	Americana	374,701
19	Early American Life	347,665
20	Country Journal	312,223
21	Southern Accents	177,743
22	Houston Home & Garden	85,929
23	Texas Homes	84,582
	Total	**26,204,426**

% Chg. Avg. Circ.

1984 vs. 1983

		%
1	Country Living	29.6
2	Americana	13.2
3	1,001 Home Ideas	13.2
4	Home	9.8
5	New Shelter	7.1
6	Workbench	4.6
7	Texas Homes	4.2
8	Colonial Homes	3.7
9	Southern Living	2.3
10	Country Journal	1.5
11	House Beautiful	1.4
12	Organic Gardening	0.3
13	Better Homes and Gardens	0.0
14	The Homeowner	ne
15	Southern Accents	ne
16	Architectural Digest	-0.1
17	Metropolitan Home	-0.4
18	Home Mechanix	-1.6
19	Sunset	-1.7
20	The Family Handyman	-1.8
21	Houston Home & Garden	-3.3
22	Early American Life	-4.3
23	House & Garden	-14.7

Net Chg. Avg. Circ.

1984 vs. 1983

1	Country Living	286,218
2	1,001 Home Ideas	177,119
3	Home	51,471
4	Southern Living	50,768
5	New Shelter	47,408
6	Americana	43,833
7	Workbench	39,233
8	Colonial Homes	22,396
9	House Beautiful	12,062
10	Country Journal	4,576
11	Organic Gardening	3,484
12	Texas Homes	3,430
13	The Homeowner	ne
14	Southern Accents	ne
15	Architectural Digest	-846
16	Better Homes and Gardens	-1,254
17	Metropolitan Home	-2,634
18	Houston Home & Garden	-2,956
19	Early American Life	-15,805
20	The Family Handyman	-22,415
21	Sunset	-23,778
22	Home Mechanix	-25,111
23	House & Garden	-97,351
	Total	**549,848**

Avg. Total Pgs./Copy

ad pages + edit. pages

1	Southern Living	258
2	Sunset	251
3	House & Garden	223
4	Better Homes and Gardens	216
5	Colonial Homes	186
6	House Beautiful	185
7	Houston Home & Garden	183
8	Southern Accents	168
9	Country Living	158
10	The Family Handyman	142
11	Metropolitan Home	142
12	Organic Gardening	140
13	Texas Homes	140
14	Home Mechanix	136
15	Home	135
16	Workbench	123
17	Americana	106
18	New Shelter	104
19	Early American Life	91
20	Country Journal	87
21	1,001 Home Ideas	84
22	The Homeowner	75
23	Architectural Digest	ne

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n/a = not applicable
ne = not estimated

MAGAZINE PROFILES

Advertising Director: Ernest J. Renzulli
Other key contacts: John Brown, Marketing Director; Robert Fitzpatrick, Marketing Research Director

Editorial Description: Home Mechanix is devoted to home improvement and automotive care. Home Mechanix provides home managers with detailed instruction for Do-It-Yourself projects. It also provides information to help the reader make informed decisions when specifying products and materials, or engaging craftsmen, contractors and mechanics.

Member: ABC

Primary SRDS Classification No. 29

The Homeowner

Family Media, Inc.
3 Park Avenue
New York, NY 10016
(212) 340-9200
Year founded: 1976
Published: 10x per year
Publisher: Martin J. Tubridy
Advertising Director: Martin J. Tubridy
Other key contacts: Mitch Lurin, Director of Marketing Services

Editorial Description: The Homeowner covers major home improvements, remodeling and modernization, both do-it-yourself and professionally contracted. Remodeling and decorating ideas are combined with practical means of achieving them. Planning, estimating and buying tips are included along with techniques and tools. Each issue features a major area of homeowner interest and involvement.

Member: ABC

Primary SRDS Classification No. 24

House & Garden

The Conde Nast Publications Inc.
350 Madison Avenue
New York, NY 10017
(212) 880-8800
Year founded: 1901
Published: Monthly

Publisher: William Bondlow
Advertising Director: Donald Kilmartin
Other key contacts: Timothy Knipe, Marketing Director; Robert Newkirchen, Advertising Manager

Editorial Description: House & Garden is a magazine devoted to decoration, design, architecture and the arts. Features and photographs focus on the viewpoint of writers, artists and architects, and the homes of people whose style of living is individual and distinctive. Current commentary on books, films, travel, gardens, food and wine is also included.

Member: ABC

Primary SRDS Classification No. 24

House Beautiful

Hearst Magazines
1700 Broadway
New York, NY 10019
(212) 903-5000
Year founded: 1896
Published: Monthly

Publisher: Clifford Tallman
Advertising Director: Donald Kamens
Other key contacts: E. Michael Peterson, Midwestern Manager; Donald Rose, Southern Manager; Sasha A. Lawer, West Coast Manager

Editorial Description: House Beautiful is a home magazine designed for families interested in their homes and home furnishings. Architectural and decorating articles range from advance design concepts to practical home planning and maintenance information. The editorial content is primarily devoted to home furnishings, management and building; secondly, as a guide to good living, it regularly includes articles on travel, gardening, entertainment, food, liquor, music and beauty.

Member: ABC

Primary SRDS Classification No. 24

Houston Home & Garden

Metro Home & Garden Magazines
5615 Kirby Drive, Suite 600
P.O. Box 25386
Houston, TX 77005
(713) 524-3000
Year founded: 1974
Published: Monthly
Advertising Director: Susan Deaner

Editorial Description: Houston Home & Garden magazine is an upscale local shelter and lifestyle magazine for the Houston market. Columns include art, travel, in shape, design, dining in, etc. The main editorial features homes, landscaping and entertaining ideas.

Member: ABC

Primary SRDS Classification No. 24

Metropolitan Home

Meredith Corporation
1716 Locust Street
Des Moines, IA 50336
(515) 284-5000
Year founded: 1981
Published: Monthly

Publisher: Stephen R. Burzon
Advertising Director: William G. Murphy
Other key contacts: Merrie L. Davis, Sales Development Director

Editorial Description: Metropolitan Home contains coverage of home design, home furnishings, food, wines and spirits, entertaining, electronics and travel and defines the art of living well for▶

Figures are Folio estimates for the calendar year 1984.

HOME

Continued

Total Revenue

	ad rev. + circ. rev.	$000
1	Better Homes and Gardens	204,949
2	Southern Living	90,884
3	Sunset	58,194
4	Architectural Digest	50,249
5	House Beautiful	39,047
6	Country Living	37,606
7	House & Garden	35,002
8	Home Mechanix	34,378
9	1,001 Home Ideas	26,702
10	Organic Gardening	23,576
11	The Family Handyman	22,466
12	Metropolitan Home	21,950
13	Home	15,013
14	Colonial Homes	14,906
15	New Shelter	11,136
16	Workbench	7,408
17	The Homeowner	7,328
18	Country Journal	6,724
19	Houston Home & Garden	6,567
20	Southern Accents	6,139
21	Americana	5,441
22	Early American Life	5,397
23	Texas Homes	5,094
	Total	**736,156**

% Chg. Total Revenue

	1984 vs. 1983	%
1	Country Living	43.8
2	Home	38.4
3	1,001 Home Ideas	22.4
4	Metropolitan Home	17.5
5	The Family Handyman	15.5
6	House Beautiful	15.5
7	Americana	15.0
8	Better Homes and Gardens	14.3
9	House & Garden	13.9
10	Texas Homes	13.2
11	Colonial Homes	12.2
12	Houston Home & Garden	12.0
13	Southern Living	9.3
14	Sunset	9.2
15	Architectural Digest	6.2
16	Home Mechanix	4.7
17	Workbench	4.7
18	New Shelter	2.9
19	The Homeowner	ne
20	Southern Accents	ne
21	Early American Life	–5.0
22	Organic Gardening	–5.2
23	Country Journal	–7.9

Subscription Revenue

		$000
1	Better Homes and Gardens	69,052
2	Southern Living	33,606
3	1,001 Home Ideas	17,042
4	Architectural Digest	16,717
5	Organic Gardening	13,860
6	Sunset	13,536
7	Home Mechanix	12,199
8	House & Garden	11,792
9	Country Living	11,360
10	The Family Handyman	9,283
11	House Beautiful	6,631
12	New Shelter	6,356
13	Metropolitan Home	6,336
14	Home	5,763
15	The Homeowner	5,070
16	Colonial Homes	4,705
17	Workbench	4,078
18	Early American Life	3,962
19	Country Journal	3,779
20	Americana	3,331
21	Southern Accents	2,327
22	Texas Homes	1,116
23	Houston Home & Garden	866
	Total	**262,787**

% Chg. Sub. Revenue

	1984 vs. 1983	%
1	Country Living	36.6
2	Home	22.1
3	1,001 Home Ideas	16.1
4	Americana	15.5
5	Better Homes and Gardens	15.0
6	Sunset	13.8
7	Texas Homes	6.5
8	Country Journal	5.2
9	Workbench	4.5
10	Southern Living	2.6
11	Metropolitan Home	2.4
12	Architectural Digest	1.9
13	Home Mechanix	1.3
14	House Beautiful	1.1
15	Colonial Homes	0.8
16	The Homeowner	ne
17	Southern Accents	ne
18	The Family Handyman	–0.8
19	Houston Home & Garden	–3.6
20	New Shelter	–6.1
21	Organic Gardening	–8.1
22	Early American Life	–8.4
23	House & Garden	–14.0

▶

n/a = not applicable
ne = not estimated

MAGAZINE PROFILES

quality-conscious young adults. Metropolitan Home contains first-hand news and guidance toward achieving the readers' own personal style.

Member: ABC

Primary SRDS Classification No. 24

New Shelter

Rodale Press, Inc.
33 East Minor Street
Emmaus, PA 18049
(215) 967-5171
Year founded: 1980
Published: 9x per year

Publisher: Sanford T. Beldon
Advertising Director: Bennett Zucker
Other key contacts: Anthony Asiaghi, Marketing Manager

Editorial Description: New Shelter is edited for the homeowner who wants to renovate, remodel, maintain, and improve his home. The editorial content is devoted to new construction ideas and techniques, home remodeling, improvement and repair, design and architecture, home energy, finance and management, landscaping and gardening, and new advances in home electronics. Regular editorial departments include: product testing & evaluation, plans and projects, product preview, technical questions and answers, solar innovations, trade secrets of professional remodelers, and how-to projects.

Member: ABC

Primary SRDS Classification No. 24

1,001 Home Ideas

Family Media, Inc.
3 Park Avenue
New York, NY 10016
(212) 340-9200
Year founded: 1937
Published: Monthly

Publisher: Shepherd Brandfon
Advertising Director: Stephen Levinson
Other key contacts: Mitch Lurin, Director of Marketing Services, Tomi Manikas, Assistant to the Publisher

Editorial Description: 1,001 Home Ideas, a shelter magazine, is edited for homeowners interested in interior design, remodeling, building and better living. "How America Copes," a regular home feature, offers solutions to specific family living problems. Major home-building and remodeling stories, including exterior and interior features, house plans are included. Advice on design, color, fabrics, carpeting, home furnishings, room arrangements, home appliances and equipment appear in each issue. "Can Do Clinic" presents step by step instructions for do-it-yourselfers. Entertainment, food, and craft articles appear regularly.

Member: ABC

Primary SRDS Classification No. 24

Organic Gardening
(Rodale's Organic Gardening as of 8/85)

Rodale Press, Inc.
33 East Minor Street
Emmaus, PA 18049
(215) 967-5171
Year founded: 1942
Published: Monthly

Publisher: Sanford T. Beldon
Advertising Director: Craig Neal
Other key contacts: Tom Stoneback, Associate Publisher

Editorial Description: Organic Gardening is a "how-to-do-it" home gardening magazine which offers advice on growing fruits and vegetables, plus, the processing and preparation of healthful foods, home and grounds improvement, including landscaping, lawns, and ornamentals; home heating alternatives; home workshop activities; and other aspects of an active gardening lifestyle.

Member: ABC

Primary SRDS Classification No. 21

Southern Accents

W.R.C. Smith Publishing Company
1760 Peachtree Road
Atlanta, GA 30357
(404) 874-4462
Year founded: 1977
Published: Bimonthly

Publisher: Walter Mitchell, Jr.
Advertising Director: Sims Bray, Jr.

Editorial Description: Southern Accents is edited for those who recognize and appreciate the gracious lifestyle of the South. Each issue features the interiors and gardens of fine Southern residences. Departments on antiques, the arts, design products, gardens and Southern inns are regular features.

Member: ABC

Primary SRDS Classification No. 24

Southern Living

Southern Progress Corporation
820 Shades Creek Parkway
P.O. Box 523
Birmingham, AL 35201
(205) 877-6000
Year founded: 1966
Published: Monthly

Publisher: Jim DeVira
Advertising Director: Jim DeVira
Other key contacts: H.B. "Bud" Flora, National Sales Manager

▶

Figures are Folio estimates for the calendar year 1984.

HOME

Continued

Avg. Subscrip. Circ.

1	Better Homes and Gardens	7,488,786
2	Southern Living	2,109,417
3	1,001 Home Ideas	1,488,973
4	Home Mechanix	1,441,799
5	Organic Gardening	1,365,535
6	Sunset	1,304,035
7	The Family Handyman	1,145,251
8	Workbench	844,333
9	Country Living	811,524
10	New Shelter	688,795
11	Metropolitan Home	648,507
12	The Homeowner	612,337
13	House Beautiful	597,932
14	Home	495,473
15	Architectural Digest	494,248
16	House & Garden	473,733
17	Colonial Homes	407,883
18	Americana	354,128
19	Early American Life	308,494
20	Country Journal	289,864
21	Southern Accents	131,609
22	Texas Homes	73,450
23	Houston Home & Garden	71,085
	Total	**23,647,191**

% Chg. Avg. Sub. Circ.

	1984 vs. 1983	%
1	Country Living	35.1
2	Americana	14.8
3	1,001 Home Ideas	13.9
4	Home	6.8
5	New Shelter	6.7
6	Texas Homes	6.7
7	Workbench	4.7
8	Country Journal	2.7
9	Architectural Digest	1.7
10	Southern Living	1.5
11	House Beautiful	1.1
12	Better Homes and Gardens	0.4
13	Home Mechanix	0.3
14	Organic Gardening	0.3
15	The Homeowner	ne
16	Southern Accents	ne
17	Colonial Homes	−0.7
18	Metropolitan Home	−0.8
19	Sunset	−1.5
20	Houston Home & Garden	−2.9
21	The Family Handyman	−3.1
22	Early American Life	−6.9
23	House & Garden	−17.7

Net Chg. Avg. Sub. Circ.

	1984 vs. 1983	
1	Country Living	210,619
2	1,001 Home Ideas	181,185
3	Americana	45,643
4	New Shelter	43,380
5	Workbench	37,816
6	Home	31,340
7	Southern Living	31,147
8	Better Homes and Gardens	27,638
9	Architectural Digest	8,398
10	Country Journal	7,613
11	House Beautiful	6,240
12	Texas Homes	4,642
13	Home Mechanix	3,898
14	Organic Gardening	3,656
15	The Homeowner	ne
16	Southern Accents	ne
17	Houston Home & Garden	−2,123
18	Colonial Homes	−3,000
19	Metropolitan Home	−5,492
20	Sunset	−19,874
21	Early American Life	−22,866
22	The Family Handyman	−36,334
23	House & Garden	−101,733
	Total	**451,793**

Newsstand Revenue

		$000
1	Country Living	10,304
2	Better Homes and Gardens	9,762
3	House Beautiful	6,351
4	Architectural Digest	5,767
5	House & Garden	4,307
6	Southern Living	3,943
7	Colonial Homes	3,836
8	Home Mechanix	2,698
9	Home	1,950
10	Metropolitan Home	1,743
11	Sunset	1,607
12	The Family Handyman	1,126
13	Southern Accents	1,093
14	1,001 Home Ideas	745
15	Early American Life	588
16	Country Journal	448
17	The Homeowner	409
18	Houston Home & Garden	356
19	Workbench	349
20	Texas Homes	334
21	New Shelter	317
22	Americana	241
23	Organic Gardening	188
	Total	**58,462**

Avg. Newsstand Circ.

1	Better Homes and Gardens	542,334
2	Country Living	440,346
3	House Beautiful	271,403
4	Colonial Homes	213,107
5	Home Mechanix	149,917
6	Southern Living	146,042
7	Architectural Digest	106,800
8	House & Garden	89,726
9	Sunset	89,302
10	Home	83,315
11	Metropolitan Home	74,500
12	The Family Handyman	64,353
13	Southern Accents	46,135
14	Early American Life	39,171
15	Workbench	38,800
16	1,001 Home Ideas	31,845
17	The Homeowner	27,285
18	New Shelter	23,488
19	Country Journal	22,359
20	Americana	20,573
21	Houston Home & Garden	14,845
22	Texas Homes	11,132
23	Organic Gardening	10,464
	Total	**2,557,242**

% Chg. Avg. News. Circ.

	1984 vs. 1983	%
1	Home	31.9
2	The Family Handyman	27.6
3	Early American Life	22.0
4	Country Living	20.7
5	New Shelter	20.7
6	Southern Living	15.5
7	Colonial Homes	13.5
8	House & Garden	5.1
9	Metropolitan Home	4.0
10	Workbench	3.8
11	House Beautiful	2.2
12	The Homeowner	ne
13	Southern Accents	ne
14	Organic Gardening	−1.6
15	Sunset	−4.2
16	Better Homes and Gardens	−5.1
17	Houston Home & Garden	−5.3
18	Architectural Digest	−8.0
19	Americana	−8.1
20	Texas Homes	−9.8
21	1,001 Home Ideas	−11.3
22	Country Journal	−12.0
23	Home Mechanix	−16.2

Net Chg. Avg. News. Circ.

	1984 vs. 1983	
1	Country Living	75,599
2	Colonial Homes	25,396
3	Home	20,131
4	Southern Living	19,621
5	The Family Handyman	13,919
6	Early American Life	7,061
7	House Beautiful	5,822
8	House & Garden	4,381
9	New Shelter	4,029
10	Metropolitan Home	2,858
11	Workbench	1,417
12	The Homeowner	ne
13	Southern Accents	ne
14	Organic Gardening	−174
15	Houston Home & Garden	−834
16	Texas Homes	−1,212
17	Americana	−1,810
18	Country Journal	−3,038
19	Sunset	−3,904
20	1,001 Home Ideas	−4,066
21	Architectural Digest	−9,244
22	Better Homes and Gardens	−28,892
23	Home Mechanix	−29,009
	Total	**98,051**

% Chg. News. Revenue

	1984 vs. 1983	%
1	The Family Handyman	37.0
2	Home	31.9
3	Early American Life	22.0
4	Country Living	20.7
5	New Shelter	20.7
6	Metropolitan Home	18.7
7	Southern Living	15.5
8	Colonial Homes	13.5
9	House Beautiful	6.0
10	House & Garden	5.1
11	Workbench	3.9
12	The Homeowner	ne
13	Southern Accents	ne
14	Organic Gardening	−1.6
15	Sunset	−4.2
16	Better Homes and Gardens	−5.1
17	Houston Home & Garden	−5.2
18	Architectural Digest	−8.0
19	Americana	−8.1
20	Texas Homes	−9.7
21	1,001 Home Ideas	−11.3
22	Country Journal	−16.0
23	Home Mechanix	−16.2

n/a = not applicable
ne = not estimated

MAGAZINE PROFILES

Editorial Description: Southern Living is edited for, and concerns the tastes and interests of contemporary Southerners. The magazine regularly traces developments in the areas of travel and recreation, homes and building, gardening and landscaping, and food and entertaining.

Member: ABC

Primary SRDS Classification No. 24

Sunset

Lane Publishing Co.
80 Willow Road
Menlo Park, CA 94025
(415) 321-3600
Year founded: 1898
Published: Monthly

Publisher: L.W. Lane, Jr.
Advertising Director: Richard T. Bristol
Other key contacts: James W. Baker, Eastern Advertising Sales Manager; Laurence C. Smith, Advertising Sales Manager

Editorial Description: Sunset, The Magazine of Western Living is published for the 13 Western states, including Hawaii. It is a "how-to-do-it" guide covering the areas of travel; food and entertaining; home and building; remodeling and maintenance; and gardening. It is published in four editorial zone editions so that contents may be localized within the Western region it serves.

Member: ABC

Primary SRDS Classification No. 24

Texas Homes

Southwest Media Corporation
3988 N. Central Expressway, Suite 1200
Dallas, TX 75204
(214) 827-5000
Year founded: 1977
Published: Monthly

Publisher: Ann Richardson
Advertising Director: Jim Deibel

Editorial Description: Texas Homes is a maga- ▶

Figures are Folio estimates for the calendar year 1984.

HOME

Continued

zine of fine interiors for the Southwest. Each issue highlights homes, new trends in design, decorating, home furnishings and art. Editorial regular features include pictorial tours of custom and historic homes, gardens, architecture, art and design.

Member: ABC, MPA

Primary SRDS Classification No. 30A

Workbench

The Do-It-Yourself Magazine

Modern Handcraft, Inc.
4251 Pennsylvania Avenue
Kansas City, MO 64111
(816) 531-5730
Year founded: 1957
Published: Bimonthly

Publisher: John E. Tillotson III
Chairman: John E. Tillotson II
Advertising Director: Bradford B. Reynolds
Other key contacts: Albert G. Glass, Circulation Director

Editorial Description: Workbench magazine is concerned both with ideas and practical methods applied to how-to-do projects. Instructions, drawings, and photographs are used to present projects for the beginning and advanced home craftsman.

Member: ABC, MPA

Primary SRDS Classification No. 24

GENERAL INTEREST

Continued from page 160

US (cont.)

Year founded: 1977
Published: Biweekly

Publisher: Donald E. Welsh
Advertising Director: Patricia M. Weeks
Other key contacts: Marion Aaron, Eastern Manager

Editorial Description: US is a pictorial entertainment magazine for sophisticated young adults. It focuses on personalities, trends and events about to make the news. US also features film, music and television critics and commentators.

Member: ABC

Primary SRDS Classification No. 36B

Vanity Fair

The Conde Nast Publications Inc.
350 Madison Avenue
New York, NY 10017
(212) 880-8800
Year founded: 1914; revived, 1983
Published: Monthly

Publisher: G. Douglas Johnston
Advertising Director: Kathy Neisloss
Other key contacts: Marvin Krauss, Marketing Director

Editorial Description: Vanity Fair is a magazine of literature and the arts, politics and popular culture. Contains articles on fiction and nonfiction: essays, stories and reviews, interviews, profiles, poetry and satire. It features photographs and drawings, portraits and photojournalism, caricatures and cartoons.

Member: ABC
Primary SRDS Classification No. 22

Yankee

Yankee Publishing Incorporated
Main Street
Dublin, NH 03444
(603) 563-8111
Year founded: 1935
Published: Monthly

Publisher: C. Robertson Trowbridge
Advertising Director: Clint Sperry

Editorial Description: Yankee is published for New Englanders everywhere. Contents (all New England) include fiction, poetry, articles, photo essays and food, travel, shopping, as well as other service departments.
Member: ABC, MPA, PIB (1985)
Primary SRDS Classification No. 22

THE MAGNET
The new CBS Magazine Network

REACHING MORE THAN 20 MILLION PASSIONATE CONSUMERS.

☐ ROAD & TRACK ☐ AMERICAN PHOTOGRAPHER ☐ SKIING
☐ FLYING ☐ BOATING ☐ AUDIO ☐ POPULAR PHOTOGRAPHY
☐ CYCLE ☐ CAR & DRIVER ☐ STEREO REVIEW ☐ CYCLE WORLD

Figures are FOLIO estimates for the calendar year 1984.

Home Entertainment

Market Highlights

CIRCULATION:

NEW MARKET SENDS STRONG CIRCULATION SIGNAL

New to The FOLIO:400, "Home Entertainment" consists of six books covering video, audio and cable entertainment. Every title boosts total circulation. Of note, *Video Review*'s 57.7% sub increase versus last year pushes it into the number one spot for total circ gains, with 39.8%. *Video* posts steady, across the board gains, earning it the number two spot in all growth measurements. Market heavyweight *On Cable* accounts for over one third of this heavily-sub category's total circ of 3,024,102. And *OC* scores the biggest subscriptions boost, 91.3%.

AD PAGES:

FOUR BOOKS ENJOY DOUBLE-DIGIT GROWTH

Four books lift ad pages versus 1983 by more than 10%, including *High Fidelity* (17.5%) and *Video* (15%). Top gainer, *Audio* edges up to the 1,000-page mark (987 pages) with a 34.7% increase.

REVENUE:

ALL TITLES ENTERTAIN STRONG DOLLAR GAINS

Stereo Review boasts the biggest cash purse, topping the ad revenue and total revenue lists. Black ink dominates in all market revenue measurements, with five books writing strong double-digit gains in total dollars versus year ago. *Video Review* sharply increases sub revenues (up 74.8%) and *Video* scores a 48.2% increase in overall revenue.

HOME ENTERTAINMENT

Continued

Total Revenue

ad rev. + circ. rev.	$000
1 Stereo Review	17,744
2 On Cable	12,896
3 Video Review	11,470
4 High Fidelity	11,182
5 Video	9,470
6 Audio	6,790
Total	69,552

% Chg. Total Revenue

1984 vs. 1983	%
1 Video	48.2
2 On Cable	37.8
3 Audio	29.5
4 Video Review	25.3
5 High Fidelity	12.0
6 Stereo Review	2.1

Subscription Revenue

	$000
1 On Cable	9,946
2 High Fidelity	3,763
3 Video Review	3,687
4 Stereo Review	3,437
5 Video	2,097
6 Audio	1,383
Total	24,313

% Chg. Sub. Revenue

1984 vs. 1983	%
1 Video Review	74.8
2 On Cable	49.1
3 Video	21.9
4 Audio	9.8
5 Stereo Review	5.1
6 High Fidelity	-4.5

Avg. Subscrip. Circ.

1 On Cable	906,535
2 Stereo Review	515,856
3 High Fidelity	362,973
4 Video Review	271,084
5 Video	197,707
6 Audio	113,685
Total	2,367,840

% Chg. Avg. Sub. Circ.

1984 vs. 1983	%
1 On Cable	91.3
2 Video Review	57.7
3 Video	22.3
4 High Fidelity	4.5
5 Stereo Review	4.5
6 Audio	-0.9

Net Chg. Avg. Sub. Circ.

1984 vs. 1983	
1 On Cable	446,916
2 Video Review	99,184
3 Video	36,109
4 Stereo Review	22,005
5 High Fidelity	15,576
6 Audio	-1,034
Total	618,756

Newsstand Revenue

	$000
1 Video Review	1,972
2 Video	1,907
3 Stereo Review	1,203
4 Audio	957
5 High Fidelity	779
6 On Cable	0
Total	6,818

Avg. Newsstand Circ.

1 Video Review	84,287
2 Video	81,512
3 Stereo Review	62,663
4 Audio	39,865
5 High Fidelity	33,305
6 On Cable	0
Total	301,632

% Chg. Avg. News. Circ.

1984 vs. 1983	%
1 Audio	11.3
2 Video	10.2
3 Stereo Review	3.5
4 Video Review	2.3
5 On Cable	n/a
6 High Fidelity	-9.1

Net Chg. Avg. News. Circ.

1984 vs. 1983	
1 Video	7,561
2 Audio	4,039
3 Stereo Review	2,121
4 Video Review	1,927
5 On Cable	n/a
6 High Fidelity	-3,317
Total	12,331

% Chg. News. Revenue

1984 vs. 1983	%
1 Audio	24.3
2 Stereo Review	15.2
3 Video	14.4
4 High Fidelity	2.5
5 Video Review	2.4
6 On Cable	n/a

n/a = not applicable
ne = not estimated

MAGAZINE PROFILES

Stereo Review

CBS Magazines
One Park Avenue
New York, NY 10016
(212) 503-5050
Year founded: 1958
Published: Monthly

Publisher: Roman Beyer, Vice President
Advertising Director: Winston Johnson

Editorial Description: Stereo Review is edited for the stereo equipment enthusiast and for music lovers who wish to increase their listening enjoyment. Each issue features reviews of stereo equipment and of popular, classical, jazz and folk music recordings as well as articles, columns, and departments to new products, technical questions and answers and news of the music world.

Member: ABC

Primary SRDS Classification No. 33

Video

Reese Communications, Inc.
460 West 34th Street
New York, NY 10001
(212) 947-6500
Year founded: 1978
Published: Monthly

Publisher: Jay Rosenfield
Advertising Director: Debra Halpert
Other key contacts: Eric Schwartz, Advertising Manager; Colette Kreins, West Coast Sales Manager; Milton Gerber, Midwest Sales; Glenn Markman, Advertising Sales

Editorial Description: Video magazine is a service/entertainment publication edited for the home video enthusiast, as well as the prospective purchaser of consumer video products and services. Articles concern hands-on equipment and technique tips, money-saving shipping advice, comprehensive product tests, provocative programming and entertainment pieces on actors, directors, genres, and practical implications of new technology to the average viewer. Regular departments include new cassette and disc titles, in-depth product testing, video furnishing and decor ideas, technical Q&A, what's new on cable programming and technology, and new product info on TVs, cameras, video recorders and disc players, computers, games, accessories.

Member: ABC

Primary SRDS Classification No. 47

Video Review

Viare Publishing
902 Broadway
New York, NY 10010
(212) 477-2200
Year founded: 1980
Published: Monthly

Publisher: Richard Ekstract
Associate Publisher: Stephen Bentkover
Other key contacts: Steve Feldman, Director of Sales; Kim Coons, Ad Coordinator

Editorial Description: Video Review, Incorporating Home Video, is edited for consumers who want news on home video technology programming, and events, with reviews of videodiscs, tapes, TV programs, by reviewers in different topic areas. There are also "how to" articles on videotaping, editing, camera use, lighting, etc. Also included are investigative reports on controversies of interest to video consumers, shoppers' guides to new equipment, and news coverage of coming technologies, including teletext, direct satellite broadcasts, and low-power TV. Departments include Q&A, New Products, Previews, Coming on TV.

Member: ABC

Primary SRDS Classification No. 47

HOME ENTERTAINMENT

Ad Pages

1	Audio	987
2	Video	885
3	Video Review	684
4	Stereo Review	562
5	High Fidelity	444
6	On Cable	165
	Total	**3,727**

% Chg. Ad Pages

1984 vs. 1983

		%
1	Audio	34.7
2	High Fidelity	17.5
3	Video	15.0
4	On Cable	10.7
5	Stereo Review	−7.0
6	Video Review	−11.8

Net Chg. Ad Pages

1984 vs. 1983

1	Audio	254
2	Video	115
3	High Fidelity	66
4	On Cable	16
5	Stereo Review	−42
6	Video Review	−92
	Total	**317**

Avg. Ad Pages/Copy

1	Audio	82
2	Video	74
3	Video Review	57
4	Stereo Review	47
5	High Fidelity	37
6	On Cable	14

Ad Revenue

		$000
1	Stereo Review	13,104
2	High Fidelity	6,640
3	Video Review	5,811
4	Video	5,466
5	Audio	4,451
6	On Cable	2,950
	Total	**38,422**

% Chg. Ad Revenue

1984 vs. 1983

		%
1	Video	82.0
2	Audio	38.5
3	High Fidelity	25.7
4	Video Review	13.5
5	On Cable	9.7
6	Stereo Review	0.3

Net Chg. Ad Revenue

1984 vs. 1983

		$000
1	Video	2,463
2	High Fidelity	1,357
3	Audio	1,237
4	Video Review	691
5	On Cable	262
6	Stereo Review	43
	Total	**6,053**

Avg. Edit. Pgs./Copy

1	On Cable	134
2	Video	82
3	Stereo Review	61
4	High Fidelity	57
5	Audio	ne
6	Video Review	ne

Average Circulation

1	On Cable	1,261,166
2	Stereo Review	578,519
3	High Fidelity	396,278
4	Video Review	355,371
5	Video	279,219
6	Audio	153,549
	Total	**3,024,102**

% Chg. Avg. Circ.

1984 vs. 1983

		%
1	Video Review	39.8
2	Video	18.5
3	On Cable	5.7
4	Stereo Review	4.4
5	High Fidelity	3.2
6	Audio	2.0

Net Chg. Avg. Circ.

1984 vs. 1983

1	Video Review	101,111
2	On Cable	67,565
3	Video	43,670
4	Stereo Review	24,126
5	High Fidelity	12,260
6	Audio	3,005
	Total	**251,737**

Avg. Total Pgs./Copy

ad pages + edit. pages

1	Video	156
2	On Cable	147
3	Stereo Review	108
4	High Fidelity	94
5	Audio	ne
6	Video Review	ne

n/a = not applicable
ne = not estimated

MAGAZINE PROFILES

Audio

CBS Magazines
1515 Broadway
New York, NY 10036
(212) 719-6331
Year founded: 1918
Published: Monthly

Advertising Director: Steve Goldberg, Associate Publisher
Other key contacts: Stephen W. Witthoft, National Manager

Editorial Description: Audio is edited for stereo equipment enthusiasts, music-listening devotees, and professionals in the sound field. Each issue includes equipment and LP record reviews for the buying guidance of readers; articles on stereo high fidelity equipment, as well as on audio and recording for the professional, serious amateur, and hobbyist; a variety of features by audio columnists; new products, "What's New in Audio," and question & answer columns.

Member: ABC

Primary SRDS Classification No. 33

High Fidelity

ABC Leisure Magazines, Inc.
825 Seventh Avenue
New York, NY 10019
(212) 265-8360
Year founded: 1951
Published: Monthly

Publisher: Steven I. Rosenbaum
Advertising Director: James A. Casella
Other key contacts: William Tynan, Associate Publisher; Richard J. Marino, Associate Advertising Manager

Editorial Description: High Fidelity addresses the home audio, video, music and home entertainment enthusiast with lab test reports on audio, video and car stereo equipment; news and features on those topics plus emerging new technologies such as home computers and digital audio; and critical reviews of popular and classical recordings on compact disc, videodisc, videocassette, and standard LPs. Spans the knowledge range from neophyte to buff with information on how to buy equipment, which equipment is best, how components work, etc. Includes periodic buying guides.
Member: ABC
Primary SRDS Classification No. 33

ON CABLE

On Cable Publications, Inc.
25 Van Zant Street
Norwalk, CT 06856
(203) 866-6256
Year founded: 1980
Published: Monthly

Publisher: Peter Funt
Advertising Director: Scott Haberman
Associate Publisher: Pat L. LaMarco
Other key contacts: Geoffrey Gropp, New York Sales Manager

Editorial Description: ON CABLE combines cable TV program listings with articles about cable programs and personalities. Content focuses on the world of cable television as well as video technology. Regular columns include Movies, Sports, Home Electronics, Hollywood Connection, and CableGrams. Program listings are tailored for each region, providing schedules and highlights for cable services carried locally.

Member: BPA

Primary SRDS Classification No. 30B

Figures are FOLIO estimates for the calendar year 1984.

Inflight
Market Highlights

CIRCULATION:

CIRCULATION RISES FOR MOST BOOKS

You have to fly to get one of these magazines. You can't subscribe to them, or buy an issue on the newsstand. They all have sort of "paid circulation" in that you do have to buy a ticket to get on the plane. Speaking of flying, circulation ascends for all but one title in this category. *AmericanWay* leads the way, up 9.6%, followed by *United*, up 9.3%.

AD PAGES:

PAN AM CLIPPER ADDS PAGES AT FAST CLIP

Pan Am Clipper scores page gains versus 1983 at a sound-breaking clip, up 48.9%. Healthy gains for the category average around 18%, with *United* and *Delta Sky* occupying the number two and three positions.

REVENUE:

AD-REVENUE-ONLY MARKET SEES DOLLARS CLIMB

When it comes to revenue in this category, advertising is it. *Pan Am Clipper* jets ahead of its competition in revenue gains versus 1983, up 49.9%. *United*, with a gain of 30.5%, moves up to the number two growth spot from number three last year.

INFLIGHT

Ad Pages

1 Eastern Review	1,372
2 United	1,357
3 AmericanWay	1,227
4 Delta Sky	909
5 Pan Am Clipper	754
6 TWA Ambassador	726
Total	**6,345**

% Chg. Ad Pages

1984 vs. 1983	%
1 Pan Am Clipper	48.9
2 United	16.8
3 Delta Sky	13.6
4 TWA Ambassador	11.3
5 Eastern Review	9.8
6 AmericanWay	9.3

Net Chg. Ad Pages

1984 vs. 1983	
1 Pan Am Clipper	248
2 United	195
3 Eastern Review	122
4 Delta Sky	109
5 AmericanWay	104
6 TWA Ambassador	74
Total	**852**

Avg. Ad Pages/Copy

1 Eastern Review	114
2 United	113
3 AmericanWay	102
4 Delta Sky	76
5 Pan Am Clipper	63
6 TWA Ambassador	61

Ad Revenue

	$000
1 United	14,541
2 AmericanWay	10,540
3 Eastern Review	10,599
4 Delta Sky	7,864
5 TWA Ambassador	5,890
6 Pan Am Clipper	4,878
Total	**54,312**

% Chg. Ad Revenue

1984 vs. 1983	%
1 Pan Am Clipper	49.9
2 United	30.5
3 Eastern Review	16.5
4 AmericanWay	14.2
5 TWA Ambassador	11.4
6 Delta Sky	10.3

Net Chg. Ad Revenue

1984 vs. 1983	$000
1 United	3,396
2 Pan Am Clipper	1,624
3 Eastern Review	1,499
4 AmericanWay	1,313
5 Delta Sky	736
6 TWA Ambassador	604
Total	**9,172**

Avg. Edit. Pgs./Copy

1 AmericanWay	96
2 Eastern Review	71
3 Delta Sky	65
4 United	65
5 TWA Ambassador	56
6 Pan Am Clipper	42

Average Circulation

1 United	399,437
2 Eastern Review	316,913
3 Delta Sky	294,000
4 AmericanWay	254,621
5 TWA Ambassador	249,150
6 Pan Am Clipper	230,622
Total	**1,744,743**

% Chg. Avg. Circ.

1984 vs. 1983	%
1 AmericanWay	9.6
2 United	9.3
3 Eastern Review	3.2
4 TWA Ambassador	3.1
5 Pan Am Clipper	0.2
6 Delta Sky	0.0

Net Chg. Avg. Circ.

1984 vs. 1983	
1 United	33,968
2 AmericanWay	22,396
3 Eastern Review	9,907
4 TWA Ambassador	7,575
5 Pan Am Clipper	373
6 Delta Sky	0
Total	**74,219**

Avg. Total Pgs./Copy

ad pages + edit. pages	
1 AmericanWay	198
2 Eastern Review	185
3 United	178
4 Delta Sky	141
5 TWA Ambassador	116
6 Pan Am Clipper	104

Total Revenue

ad rev. + circ. rev.	$000
1 United	14,541
2 Eastern Review	10,599
3 AmericanWay	10,540
4 Delta Sky	7,864
5 TWA Ambassador	5,890
6 Pan Am Clipper	4,878
Total	**54,312**

% Chg. Total Revenue

1984 vs. 1983	%
1 Pan Am Clipper	49.9
2 United	30.5
3 Eastern Review	16.5
4 AmericanWay	14.2
5 TWA Ambassador	11.4
6 Delta Sky	10.3

MAGAZINE PROFILES

AmericanWay

American Airlines, Inc.
MD 3A61, P.O. Box 619616
DFW Airport, TX 75261-9616
MD 3A61, 4200 American Blvd.
Ft. Worth, TX 76155
(817) 355-1583
Year founded: 1966
Published: Biweekly (as of 1/85)

Publisher: Walter A. Damtoft
Advertising Director: Hank Thunhorst

Editorial Description: AmericanWay is edited for the air traveler. The subject matter varies, and includes: business, sports, travels, humor, art, outdoor activities, music, foods and profiles of unusual people and institutions.

Member: BPA, MPA

Primary SRDS Classification No. 1

Delta Sky

Halsey Publishing Company
700 Delaware Ave.
Buffalo, NY 14209
(716) 881-6500
Year founded: 1972
Published: Monthly

Publisher: Seymour Gerber
Advertising Director: Alan Winter
Other key contacts: Gordon Russell, Senior Vice President

Editorial Description: Delta Sky is a national magazine edited for the passengers on Delta flights. Articles include human interest, travel, sports, personality interviews, arts, book review, special features and hi-tech/computer column each month.

Primary SRDS Classification No. 1

Eastern Review

East/West Network, Inc.
34 East 51st Street
New York, NY 10022
(212) 888-5900
Year founded: 1976
Published: Monthly

Publisher: Fred R. Smith
Advertising Director: Frank J. Colonno

Editorial Description: Eastern Review's articles focus on our nation's cities, people, fashion, international travel and feature articles from notable publications. Full color portfolios showcase the newest exhibitions in art and photography. A lively overview of entertainment events in the east keeps the reader abreast of current trends. A special edition is presented each month for Shuttle passengers. This edition focuses on major▶

Figures are FOLIO estimates for the calendar year 1984.

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$61 BILLION
ANNUALLY ON TRAVEL

TRAVEL ACCOUNTS FOR
INDUSTRY'S THIRD LARGEST
OVERHEAD EXPENSE

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BUSINESS TRAVEL
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Source: U.S. Travel Data Center, 1984; Department of Transportation, 1984

UNITED
Eastern Review
DISCOVER
Regardie's
Esquire
The Best of the New Generation
Men and Women Under Forty Who Are Changing America
PAN AM
SPIRIT
SOUTH PADRE ISLAND
CONNIE CHUNG TRADES THE GOLDEN STATE FOR THE GOLDEN EFFECT NETWORK NEWS
Western's World
Republic
MILLION DOLLAR HOMES
OZARK
St. Louis City of Success

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CALL FRANK COLONNO, NATIONAL ADVERTISING DIRECTOR (212) 888-5900.

INFLIGHT

Continued

Magazine Profiles

events and guidelines to Washington, Boston and New York.

Member: BPA
Primary SRDS Classification No. 1

Pan Am Clipper

East/West Network, Inc.
34 East 51st Street
New York, NY 10022
(212) 888-5900
Year founded: 1961
Published: Monthly

Publisher: Fred R. Smith
Advertising Director: Frank J. Colonno

Editorial Description: Pan Am Clipper selects products, places, arts, personalities which measure up to an international definition of World Class. Provocative articles on art, latest technological developments, business trends, fashion, sports, foods and travel provide the reader with inside information. "Clipper Panorama" features special events as well as the latest gadgets, scientific discoveries, theater, culinary happenings and untold art treasures.

Member: BPA

Primary SRDS Classification No. 1

United

East/West Network, Inc.
34 East 51st Street
New York, NY 10022
(212) 888-5900
Year founded: 1957
Published: Monthly

Publisher: Fred R. Smith
Advertising Director: Frank J. Colonno

Editorial Description: United focuses on the achievements and lifestyles of the people who influence America. It profiles chief executives of major corporations and eminent professionals in law, architecture, medicine, art, education and entertainment. It also carries travel destination and service features.

Member: BPA

Primary SRDS Classification No. 1

TWA Ambassador

Paulsen Publishing, Inc.
420 Lexington Ave.
New York, NY 10170
(212) 490-1446
Year founded: 1968
Published: Monthly

Publisher: E.D. Kaufman
Advertising Director: Joseph C. Paulsen
Other key contacts: Brad Paulsen, Vice President; Michael Rooney, Sales Manager

Editorial Description: TWA Ambassador is edited for TWA passengers. Feature articles and regular departments provide coverage of business, the arts, fashion, travel, sports, social concerns and personalities. Also included is in-flight information, TWA route maps, information on TWA cities.

Member: BPA, MPA

Primary SRDS Classification No. 1

BUSINESS & FINANCIAL

Continued from page 138

Venture

Venture Magazine Inc.
521 Fifth Avenue
New York, NY 10175
(212) 682-7373
Year founded: 1979
Published: Monthly

Publisher: Arthur Lipper III
Advertising Director: James P. Rogers
Other key contacts: Joan D. Marowski, Marketing/Advertising Services Director

Editorial Description: Venture is edited for the executive who conceives new ideas for businesses, maps strategies to bring those companies into being, and does the work that is necessary to make them go. Each issue provides news, trends and information for these executives with which to operate, manage and expand their businesses, and reward themselves with the good things in life. Features explore topics ranging from emerging industries to economic trends and entrepreneurial management. Departments include New Businesses, Venture Strategies, Venture Financing, Franchise Facts, Your Business, Yourself, You Should Know, Making It Happen, and a Washington Newsletter.

Member: ABC

Primary SRDS Classification No. 8

Working Woman

Hal Publications, Inc.
342 Madison Avenue
New York, NY 10173
(212) 309-9800
Year founded: 1976
Published: Monthly

Publisher: Carol A. Taber
Advertising Director: Beth E. Sullivan
Other key contacts: Matthew D. Roberts, Marketing Director

Editorial Description: Working Woman is edited for women who are in management careers, in business. Contents include a special section devoted to entrepreneurs, as well as articles on business news, business and economic trends, technology, law, politics, current issues, finance, investment options, career fields, management, the social and behavioral sciences, travel and other lifestyle editorial as well as fashion, health and entertaining.

Member: ABC

Primary SRDS Classification No. 49

Lifestyles

Market Highlights

CIRCULATION:

DIFFERENT BOOKS FOR DIFFERENT FOLKS

A wide variety of books has a wide range in circulation—from *Organic Gardening*'s total 1.4 million copies, to market newcomer, *The Blood-Horse*, with a 21,432 copy distribution. Market welcomes FOLIO:400 newcomer *Better Living*, which scores second-highest circ, and adds 1,098,568 subscription-only copies to the market total.

Average circulation gain is less than 2% per member. One-two in both total circ and sub circ gains, are *American Health* and *Americana*. *AH*'s first-place circ boost of 36.1% is due largely to its number one sub hike of 43.6% vs. '83. *Americana* posts second-largest gains in total circ (13.2%) and sub circ (14.8%). Two magazines inspired by the alternative lifestyles of the late '60s and early '70s are tops in newsstand sales—*Rolling Stone* leads with 266,285 copies, followed by *The Mother Earth News* at 189,570. *Early American Life* (up 22% vs. '83) and *The Blood-Horse* (up 15.7% vs. '83) take first and second place in newsstand circ growth.

AD PAGES:

MARKET UPS PAGES BY OVER 10,000

Market's 10,000-plus more ad pages are directly attributable to two newcomers. *The Blood-Horse* adds 6,958, and FOLIO:400 newcomer *Quarter Horse Journal* contributes 4,376 to market total of 25,721. Following the two horse books are four boating books, each with 1,500+ ad pages. Growth is robust for *American Health*, which increases its ad pages by 57.5%.

REVENUE:

HEALTH 'N WEALTH AND ROCK 'N ROLL

Rolling Stone gathers no moss: It leads the market in ad and newsstand revenues as well as total dollars ($42.3 million). *RS* also has a good year at the newsstand, placing second in newsstand revenue gains. *Organic Gardening*, number two in total revenue, holds first position in sub revenue with almost $14 million.

American Health has a healthy and wealthy 1984, winning top position in all four revenue growth measurements. Ad dollars increase 152.2%, sub revenue climbs 62.3%, and newsstand revenue rises 34.2%, jumping total revenue over 85% vs. '83. *Boating* cruises into second place in ad and total revenue gains, up 30.4% and 27% respectively.

LIFESTYLES

Ad Pages

1	The Blood-Horse	6,958
2	Quarter Horse Journal	4,376
3	Yachting	2,059
4	Cruising World	1,744
5	Sail	1,638
6	Boating	1,591
7	Trailer Life	1,471
8	Rolling Stone	1,087
9	Bicycling	973
10	Organic Gardening	796
11	Runner's World	622
12	Outside	520
13	American Health	405
14	Country Journal	381
15	Grit	365
16	The Mother Earth News	292
17	Americana	231
18	Early American Life	163
19	Better Living	49
	Total	**25,721**

% Chg. Ad Pages

1984 vs. 1983

		%
1	American Health	57.5
2	Boating	18.6
3	Sail	15.7
4	Yachting	14.4
5	Trailer Life	14.3
6	Grit	8.2
7	Outside	8.1
8	Bicycling	5.7
9	Runner's World	4.9
10	Americana	3.8
11	Cruising World	3.4
12	Better Living	ne
13	Quarter Horse Journal	ne
14	The Blood-Horse	-2.0
15	Rolling Stone	-7.3
16	Early American Life	-8.7
17	Organic Gardening	-9.6
18	The Mother Earth News	-17.1
19	Country Journal	-26.7

Net Chg. Ad Pages

1984 vs. 1983

1	Yachting	259
2	Boating	249
3	Sail	223
4	Trailer Life	184
5	American Health	148
6	Cruising World	57
7	Bicycling	53
8	Outside	39
9	Runner's World	29
10	Grit	28
11	Americana	9
12	Better Living	ne
13	Quarter Horse Journal	ne
14	Early American Life	-16
15	The Mother Earth News	-60
16	Organic Gardening	-85
17	Rolling Stone	-85
18	Country Journal	-139
19	The Blood-Horse	-140
	Total	**753**

Avg. Ad Pages/Copy

1	Quarter Horse Journal	365
2	Yachting	172
3	Cruising World	145
4	Sail	136
5	The Blood-Horse	134
6	Boating	133
7	Trailer Life	123
8	Bicycling	108
9	Organic Gardening	66
10	The Mother Earth News	49
11	Runner's World	48
12	Outside	47
13	American Health	45
14	Rolling Stone	45
15	Americana	39
16	Country Journal	35
17	Early American Life	27
18	Better Living	12
19	Grit	7

▶

ne = not estimated

MAGAZINE PROFILES

American Health

Fitness of Body and Mind

American Health Partners
80 Fifth Avenue
New York, NY 10011
(212) 242-2460
Year founded: 1982
Published: 10x per year

Publisher: Owen J. Lipstein
Advertising Director: John B. Caldwell, Jr.
Other key contacts: Sheila Wyle, National Sales Manager; Elizabeth Schick, Sales Promotion Director

Editorial Description: American Health: Fitness of Body and Mind is designed to deal directly with the current emerging lifestyle focused on individual health and well-being. Principal features cover recent developments in such areas as nutrition, fitness and exercise, prevention and psychology. Shorter items cover such topics as stress, new medical technologies, sports medicine and the economics of the health care system, including the evaluation of doctors, drugs, insurance plans, etc.

Member: ABC
Primary SRDS Classification No. 23

Americana

Americana Magazine, Inc.
29 West 38th Street
New York, NY 10018
(212) 398-1550
Year founded: 1979
Published: Bimonthly

Publisher: Jack Armstrong
Advertising Director: Art Johnson
Other key contacts: Michael Durham, Editor

Editorial Description: Americana magazine publishes articles on crafts, collecting, restorations, travel, decorating, cooking, gardening, and a number of other activities with roots in the American past that people are participating in today. Contains practical information, including detailed how-to instructions.

Member: ABC
Primary SRDS Classification No. 24

The Folio:400

A limited number of additional copies of The Folio:400 is available while supplies last. To reserve your copy(ies), send a check or money order for $25 each (includes second class postage. For first class, add $5), to:

Folio:400
P.O. Box 4006, 125 Elm Street
New Canaan, CT 06840-4006

Additional Copies Available

Figures are Folio estimates for the calendar year 1984.

LIFESTYLES

Continued

Ad Revenue

		$000
1	Rolling Stone	22,469
2	Boating	11,161
3	Sail	10,308
4	Organic Gardening	9,528
5	Yachting	9,527
6	Trailer Life	7,452
7	The Blood-Horse	6,440
8	Runner's World	6,404
9	Bicycling	6,065
10	American Health	4,974
11	Cruising World	4,500
12	Quarter Horse Journal	3,751
13	Outside	3,712
14	The Mother Earth News	3,683
15	Country Journal	2,497
16	Grit	2,071
17	Americana	1,870
18	Early American Life	847
19	Better Living	350
	Total	117,609

% Chg. Ad Revenue

	1984 vs. 1983	%
1	American Health	152.2
2	Boating	30.4
3	Trailer Life	27.1
4	Bicycling	26.2
5	Cruising World	25.5
6	Runner's World	25.0
7	Sail	23.3
8	Yachting	20.5
9	Americana	18.1
10	Outside	7.7
11	The Blood-Horse	7.5
12	Rolling Stone	4.0
13	Better Living	ne
14	Quarter Horse Journal	ne
15	Organic Gardening	– 0.6
16	Early American Life	– 2.9
17	Grit	– 10.4
18	The Mother Earth News	– 19.7
19	Country Journal	– 21.4

Net Chg. Ad Revenue

	1984 vs. 1983	$000
1	American Health	3,002
2	Boating	2,602
3	Sail	1,947
4	Yachting	1,621
5	Trailer Life	1,589
6	Runner's World	1,279
7	Bicycling	1,260
8	Cruising World	915
9	Rolling Stone	866
10	The Blood-Horse	448
11	Americana	286
12	Outside	264
13	Better Living	ne
14	Quarter Horse Journal	ne
15	Early American Life	– 26
16	Organic Gardening	– 59
17	Grit	– 240
18	Country Journal	– 680
19	The Mother Earth News	– 904
	Total	14,170

Avg. Edit. Pgs./Copy

1	Quarter Horse Journal	258
2	The Blood-Horse	124
3	The Mother Earth News	122
4	Cruising World	92
5	Bicycling	86
6	Sail	84
7	Runner's World	80
8	Trailer Life	80
9	Yachting	80
10	Organic Gardening	74
11	Boating	68
12	Americana	67
13	Early American Life	64
14	Outside	64
15	American Health	61
16	Country Journal	52
17	Rolling Stone	39
18	Grit	25
19	Better Living	12

▶

ne = not estimated

MAGAZINE PROFILES

Better Living

Humdinger Publications
Avant-Garde Media, Inc.
1775 Broadway
New York, NY 10019
(212) 581-2000
Year founded: 1980
Published: Quarterly

Publisher: Ralph Ginzburg
Advertising Director: Richard K. Greene

Editorial Description: Better Living is a comprehensive service publication, covering home, garden, health, fitness, cars, recreation, personal finance, repairs, decor, food, fishing, camping, the outdoors, travel, photography, sports, boating, crafts, hobbies. Better Living serves the interests of men and women.

Primary SRDS Classification No. 22A

Bicycling

Rodale Press, Inc.
33 East Minor Street
Emmaus, PA 18049
(215) 967-5171
Year founded: 1979
Published: 9x per year

Publisher: James C. McCullagh
Advertising Director: David McCafee

Editorial Description: Bicycling features bicycle adventures, bike racing, family bicycle trips, vacations, surveys of technical problems, equipment review, health articles, bicycle commuting, bikeway news, history. Articles encourage the reader to ride a bicycle, or to take a particular trip, or to adapt to a new method of bicycle travel.

Member: ABC

Primary SRDS Classification No. 45

The Blood-Horse

Thoroughbred Owners and Breeders Association
1736 Alexandria Drive
P.O. Box 4038
Lexington, KY 40544
(606) 278-2361

▶

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☐ FLYING ☐ BOATING ☐ AUDIO ☐ POPULAR PHOTOGRAPHY
☐ CYCLE ☐ CAR & DRIVER ☐ STEREO REVIEW ☐ CYCLE WORLD

Figures are FOLIO estimates for the calendar year 1984.

LIFESTYLES

Continued

Average Circulation

1	Organic Gardening	1,375,999
2	Better Living	1,098,568
3	The Mother Earth News	874,590
4	Rolling Stone	825,711
5	American Health	680,974
6	Grit	582,321
7	Americana	374,701
8	Early American Life	347,665
9	Runner's World	346,658
10	Country Journal	312,223
11	Trailer Life	303,972
12	Bicycling	251,499
13	Outside	220,630
14	Boating	191,499
15	Sail	171,600
16	Yachting	144,957
17	Cruising World	115,390
18	Quarter Horse Journal	83,783
19	The Blood-Horse	21,432
	Total	**8,324,172**

% Chg. Avg. Circ.

1984 vs. 1983

		%
1	American Health	36.1
2	Americana	13.2
3	Bicycling	8.5
4	The Blood-Horse	8.2
5	Rolling Stone	6.3
6	Boating	2.9
7	Outside	2.6
8	Cruising World	2.2
9	Country Journal	1.5
10	Organic Gardening	0.3
11	Better Living	ne
12	Quarter Horse Journal	ne
13	Sail	– 1.8
14	Yachting	– 4.0
15	Early American Life	– 4.3
16	Trailer Life	– 5.5
17	The Mother Earth News	– 7.8
18	Runner's World	– 9.2
19	Grit	– 15.4

Net Chg. Avg. Circ.

1984 vs. 1983

1	American Health	180,800
2	Rolling Stone	48,890
3	Americana	43,833
4	Bicycling	19,738
5	Outside	5,558
6	Boating	5,428
7	Country Journal	4,576
8	Organic Gardening	3,484
9	Cruising World	2,439
10	The Blood-Horse	1,622
11	Better Living	ne
12	Quarter Horse Journal	ne
13	Sail	– 3,188
14	Yachting	– 6,037
15	Early American Life	– 15,805
16	Trailer Life	– 17,670
17	Runner's World	– 35,160
18	The Mother Earth News	– 73,709
19	Grit	– 105,699
	Total	**59,100**

Avg. Total Pgs./Copy

ad pages + edit. pages

1	Quarter Horse Journal	622
2	The Blood-Horse	258
3	Yachting	252
4	Cruising World	238
5	Sail	220
6	Trailer Life	203
7	Boating	200
8	Bicycling	194
9	The Mother Earth News	171
10	Organic Gardening	140
11	Runner's World	127
12	Outside	111
13	American Health	106
14	Americana	106
15	Early American Life	91
16	Country Journal	87
17	Rolling Stone	84
18	Grit	32
19	Better Living	24

▶

n/a = not applicable
ne = not estimated

MAGAZINE PROFILES

Year founded: 1916
Published: Weekly
Advertising Director: Erbert Eades
Other key contacts: Kent Hollingsworth, Editor

Editorial Description: The Blood-Horse is edited for those engaged in owning, breeding, selling, and racing Thoroughbred horses, as well as for track management personnel. Feature articles report important stakes races each week, including pedigrees and racing records of participants. Also included are articles on nutrition, farm facilities, and various aspects of Thoroughbred breeding, racing, training, and care. Statistics on sires, sales of horses and produce of mares are published throughout the year. Approximately two-thirds of the editorial content is concerned with feature stories and one-third with statistics.

Member: ABC
Primary SRDS Classification No. 25

Boating

CBS Magazines
One Park Avenue
New York, NY 10016
(212) 503-3985
Year founded: 1956
Published: Monthly

Publisher: J. Samuel Huey
Advertising Director: Robert E. Berg

Editorial Description: Boating is edited for the informed powerboat enthusiast, saltwater or freshwater, who owns a boat or is about to buy one. It features information on power boats, marine engines, outboard motors, marine electronics, accessories, seamanship, boat-buying, financing and maintenance. Other feature topics include sportfishing, long range and sport cruising, and powerboat racing. Each issue features a Boat Test, an analysis of current model powerboats, electronics and engine information, and a section on new gear. Boating provides comprehensive periodic guides to products for boatmen, offers commentary on various marine problems, features articles on inland and coastal cruising areas and the waterfront lifestyle.

Member: ABC
Primary SRDS Classification No. 6

Blair & Ketchum's

Country Journal

Historical Times, Inc.
2245 Kohn Road
Box 8200
Harrisburg, PA 17105
(717) 657-9555
Year founded: 1974
Published: Monthly

Publisher: Warren Syer
Advertising Director: Kathy Read
Other key contacts: Len Levine, Vice President, Marketing

Editorial Description: Country Journal is a magazine about country living written with today's active homeowner in mind. Country Journal publishes practical articles about gardening, raising livestock, heating with wood, travel, recreational and cultural activities and other aspects of country life. Issues related to conservation, ecology, land use, etc. are also covered. Regular columns on the weather, on cooking, and on books provide in-depth coverage of the problems and rewards of country living.

Member: ABC
Primary SRDS Classification No. 24

Cruising World

Cruising World Publications, Inc.
524 Thames Street
Newport, RI 02840
(401) 847-1588
Year founded: 1974
Published: Monthly

Publisher: Murray L. Davis
Advertising Director: William Roche
Other key contacts: Donald Thompson, Director of Sales; Margo Waite, General Manager; Ted Ritter, Advertising/Marketing Manager

Editorial Description: Cruising World is edited for those who enjoy cruising under sail and for those interested in acquiring new skills enabling them to navigate and sail safely in coastal waters, on lakes and across oceans. About half the articles involve information and "how to" aimed at helping an owner maintain and enjoy his sailboat. The other half reflects reader experiences, sailing with family, friends, and sometimes alone. Seamanship, safety, and our relationship with the environment are regular subjects.

Member: ABC
Primary SRDS Classification No. 6

Early American Life

Historical Times, Inc.
2245 Kohn Road
P.O. Box 8200
Harrisburg, PA 17105
(717) 657-9555
Year founded: 1970
Published: Bimonthly

Advertising Director: Kathy Read
Other key contacts: Leonard Levine, Marketing Director

Editorial Description: Early American Life is published for everyone who is interested in building, furnishing and decorating in the early American style. It contains articles of particular value in restoring old houses and in giving new ones the special flavor of the 18th and 19th centuries. In addition to home furnishings content, Early American Life features include travel, foods, handcrafts of all kinds, collecting, and the story of how everyday life was for Americans of an earlier time. Each issue involves readers in the classic design and warm style of an earlier America, helping them to incorporate the best of the past into today's lifestyle.

Member: ABC
Primary SRDS Classification No. 24

Grit

Grit Publishing Company
616 Jefferson
Topeka, KS 66607
(913) 295-1111
Year founded: 1882
Published: Weekly

▶

LIFESTYLES

Continued

Total Revenue

	ad rev. + circ. rev.	$000
1	Rolling Stone	42,376
2	Organic Gardening	23,576
3	The Mother Earth News	17,950
4	Boating	14,865
5	Grit	14,828
6	Runner's World	14,697
7	Sail	14,511
8	Yachting	12,733
9	American Health	12,439
10	Trailer Life	10,217
11	Bicycling	9,823
12	The Blood-Horse	7,890
13	Cruising World	7,017
14	Outside	6,999
15	Country Journal	6,724
16	Better Living	5,843
17	Americana	5,441
18	Early American Life	5,397
19	Quarter Horse Journal	4,984
	Total	**238,310**

% Chg. Total Revenue

	1984 vs. 1983	%
1	American Health	85.2
2	Boating	27.0
3	Bicycling	19.5
4	Trailer Life	17.2
5	Yachting	16.1
6	Sail	15.8
7	Cruising World	15.5
8	Runner's World	15.5
9	Americana	15.0
10	Rolling Stone	8.9
11	The Blood-Horse	8.6
12	Outside	8.2
13	Better Living	ne
14	Quarter Horse Journal	ne
15	Early American Life	−5.0
16	Organic Gardening	−5.2
17	Country Journal	−7.9
18	The Mother Earth News	−10.2
19	Grit	−14.5

Subscription Revenue

		$000
1	Organic Gardening	13,860
2	The Mother Earth News	10,854
3	Rolling Stone	9,809
4	Grit	7,470
5	American Health	6,354
6	Better Living	5,493
7	Runner's World	4,316
8	Early American Life	3,962
9	Country Journal	3,779
10	Americana	3,331
11	Sail	2,423
12	Trailer Life	2,327
13	Boating	2,179
14	Bicycling	2,156
15	Outside	1,959
16	Yachting	1,823
17	Cruising World	1,474
18	The Blood-Horse	1,327
19	Quarter Horse Journal	1,120
	Total	**86,016**

% Chg. Sub. Revenue

	1984 vs. 1983	%
1	American Health	62.3
2	Rolling Stone	31.0
3	Boating	22.5
4	Americana	15.5
5	The Blood-Horse	13.2
6	Outside	8.1
7	Runner's World	7.6
8	Bicycling	6.8
9	Country Journal	5.2
10	Cruising World	4.4
11	Yachting	3.5
12	Better Living	ne
13	Quarter Horse Journal	ne
14	Sail	−0.4
15	Grit	−4.6
16	Trailer Life	−5.7
17	Organic Gardening	−8.1
18	Early American Life	−8.4
19	The Mother Earth News	−9.7

▶

ne = not estimated

MAGAZINE PROFILES

Advertising Director: Terry V. Harding
Other key contacts: Dennis E. Grove, General Manager

Editorial Description: Grit is a family-oriented publication for America's small towns and rural areas. It covers the aspects of family-centered living—working, recreation, homemaking, religious and community involvement. Its range of service features provides practical "how-you-can-do-it" guidance in cooking, gardening, home improvement, family economics, child-raising and recreational activities.

Member: ABC

Primary SRDS Classification No. 22

The Mother Earth News

The Mother Earth News, Inc.
105 Stoney Mountain Road
P.O. Box 70
Hendersonville, NC 28791
(704) 693-0211
Year founded: 1970
Published: Bimonthly

Publisher: Robert M. Lieb
Advertising Director: Thomas Hering
Other key contacts: Jan McKillop, Midwest Sales Manager

Editorial Description: The Mother Earth News is an exurban lifestyle service magazine for individuals and families. It provides readers with how-to-do-it information on food, gardening, home improvement, do-it-yourself skills, small business opportunities, energy use and conservation, and selective buying of quality products. It encourages them to develop their personal and material resources to improve their standard of living, and to enjoy a satisfying lifestyle.

Member: ABC, MPA, MCA
Primary SRDS Classification No. 22

Organic Gardening

(Rodale's Organic Gardening as of 8/85)

Rodale Press, Inc.
33 East Minor Street
Emmaus, PA 18049
(215) 967-5171

▶

Additional copies of

The Folio: 400

and

The Folio:AdGuide

are available at
$25 each,
prepaid.

Folio Publishing Company
125 Elm Street, P.O. Box 4006
New Canaan, CT 06840-4006

Advertisement

SRDS
© Booth 1985

"Arnold, I know it means a lot to you, but a coffee table book it's not."

LIFESTYLES

Continued

Avg. Subscrip. Circ.

1	Organic Gardening	1,365,535
2	Better Living	1,098,568
3	The Mother Earth News	685,020
4	American Health	619,225
5	Rolling Stone	559,426
6	Grit	449,320
7	Americana	354,128
8	Early American Life	308,494
9	Country Journal	289,864
10	Trailer Life	285,729
11	Runner's World	232,095
12	Bicycling	166,754
13	Outside	158,704
14	Boating	143,582
15	Sail	112,253
16	Yachting	96,870
17	Cruising World	82,728
18	Quarter Horse Journal	80,027
19	The Blood-Horse	20,320
	Total	**7,108,642**

% Chg. Avg. Sub. Circ.

	1984 vs. 1983	%
1	American Health	43.6
2	Americana	14.8
3	Outside	8.6
4	Rolling Stone	8.1
5	The Blood-Horse	7.8
6	Boating	6.0
7	Bicycling	5.8
8	Cruising World	4.4
9	Country Journal	2.7
10	Organic Gardening	0.3
11	Better Living	ne
12	Quarter Horse Journal	ne
13	Yachting	– 1.0
14	Sail	– 3.9
15	Trailer Life	– 5.8
16	Early American Life	– 6.9
17	Runner's World	– 7.8
18	The Mother Earth News	– 9.9
19	Grit	– 10.1

Net Chg. Avg. Sub. Circ.

	1984 vs. 1983	
1	American Health	188,080
2	Americana	45,643
3	Rolling Stone	41,798
4	Outside	12,564
5	Bicycling	9,128
6	Boating	8,072
7	Country Journal	7,613
8	Organic Gardening	3,656
9	Cruising World	3,478
10	The Blood-Horse	1,471
11	Better Living	ne
12	Quarter Horse Journal	ne
13	Yachting	– 1,026
14	Sail	– 4,506
15	Trailer Life	– 17,470
16	Runner's World	– 19,706
17	Early American Life	– 22,866
18	Grit	– 50,712
19	The Mother Earth News	– 75,325
	Total	**129,892**

Newsstand Revenue

		$000
1	Rolling Stone	10,098
2	Grit	5,287
3	Runner's World	3,976
4	The Mother Earth News	3,412
5	Sail	1,780
6	Bicycling	1,602
7	Boating	1,524
8	Yachting	1,383
9	Outside	1,328
10	American Health	1,111
11	Cruising World	1,043
12	Early American Life	588
13	Country Journal	448
14	Trailer Life	438
15	Americana	241
16	Organic Gardening	188
17	The Blood-Horse	123
18	Quarter Horse Journal	113
19	Better Living	0
	Total	**34,683** ▶

ne = not estimated

MAGAZINE PROFILES

Year founded: 1942
Published: Monthly

Publisher: Sanford T. Beldon
Associate Publisher: Thomas Stoneback
Advertising Director: Craig Neal

Editorial Description: Organic Gardening is a "how-to-do-it" home gardening magazine which offers advice on growing fruits and vegetables, plus, the processing and preparation of healthful foods, home and grounds improvement, including landscaping, lawns, and ornamentals; home heating alternatives; home workshop activities; and other aspects of an active gardening lifestyle.

Member: ABC
Primary SRDS Classification No. 21

Outside

Mariah Publications Corporation
1165 North Clark Street
Chicago, IL 60610
(312) 951-0990
Year founded: 1976
Published: 11x per year

Publisher: Lawrence J. Burke
Associate Publisher: Anne Clemmer
Other key contacts: Jack Klobucar, Director of Marketing Communications

Editorial Description: Outside Magazine is edited for the active adult. It is a contemporary lifestyle magazine that features sports, fitness, photography, adventure travel, and portraits of men and women adventurers and sport daredevils. Also regularly reviewed: wildlife, outdoor clothing and product news, destinations/travel options, and environmental and political issues.

Member: ABC
Primary SRDS Classification No. 8B

The Quarter Horse Journal

American Quarter Horse Association
2701 I-40 East
P.O. Box 32470
Amarillo, TX 79120
(806) 376-4811
Year founded: 1948
Published: Monthly

Advertising Director: Doug Hayes
Other key contacts: Carolyn Watson, Assistant Director of Advertising; Laurey Wright, Advertising Assistant

Editorial Description: The Quarter Horse Journal's editorial content is essentially non-fictional, containing factual articles of interest to those who own, train, breed, exhibit and race AQHA registered Quarter Horses. Lead articles may be concerned with individuals, either human or equine, associated with the breed; articles on training practices; veterinary advances; equine research reports; or breeding farm procedures. Various departments are devoted to youth activities, race results, show results, sale reports, dates of future shows, races and sales. "On The Agenda" informs readers of official actions and rulings of the American Quarter Horse Association.

Member: ABC

Primary SRDS Classification No. 25

Rolling Stone

Straight Arrow Publishers Inc.
745 Fifth Avenue
New York, NY 10151
(212) 758-3800
Year founded: 1967
Published: Biweekly

Publisher: Jann S. Wenner
Advertising Director: Leslie H. Zeifman, Associate Publisher
Other key contacts: Dana Fields, National Sales Manager; Kent Brownridge; General Manager

Editorial Description: Rolling Stone is edited for young adults who have a special interest in popular culture, particularly music, film and politics. Regular features include state-of-the-art audio and electronics columns, record reviews, reader correspondence; interviews and photojournalism features. Special issues include Audio, Video, College, Fashion and Consumer Electronics supplements.

Member: ABC

Primary SRDS Classification No. 33

Runner's World

Rodale Press, Inc.
33 East Minor Street
Emmaus, PA 18049
(215) 967-5171
Year founded: 1966
Published: Monthly

Publisher: Michael Perlis
Advertising Director: Marcia Godelesky

Editorial Description: Runner's World is edited for the mature runner, from those just beginning to discover the joys and benefits of running to veteran runners and marathoners. Features deal with training, medical research, nutrition, personalities, races, adventure runs, and other subjects directly or indirectly related to the runner's enjoyment of the sport. Columns cover feet and shoes, medical advice, training and racing, late-breaking news in the sport, running for beginners, women and over-40 runners.

Member: ABC

Primary SRDS Classification No. 45

SAIL

Sail Publications, Inc.
34 Commercial Wharf
Boston, MA 02110
(617) 227-0888
Year founded: 1970
Published: Monthly

Publisher: Donald A. Macaulay

Editorial Description: SAIL is edited for sailors at various levels: cruisers and racers, from novices to experts, actively involved in the development of their sailing skills. Feature articles are written for both large and small boat sailors covering such topics as hull and sail design, rigging, tuning, sail trim, spinnaker handling, wind and water conditions, and the practical considerations of choosing and owning sailboats, gear, and equipment. Certain issues give special attention to chartering, boat commissioning and maintenance, marine apparel, electronics, and major coastal and offshore races. Regular departments include boat and equipment design commentary, ▶

Figures are Folio estimates for the calendar year 1984.

Can you beat that!

Parents' biggest 9 months ever!

Parents
Smart Games To Play With Your Child
When Your Child Is Home Alone
Exercise During Pregnancy
ADOPTION:
• Private-Adoption Guide
• Raising Adopted Kids
• Birth-Parent Searches
Tantrum-Proofing: How to Help

We're on a roll! We're roaring toward eight consecutive years of unprecedented ad page growth.

With September up 26.6%, our 1985 nine month ad page volume is the biggest in Parents' history.

Why does Parents keep growing at this phenomenal rate? Simple. Parents delivers the 18–34 woman/mother market with the need, the desire and the spending power to buy more. For herself as a woman. For her family as a mother.

If you want to reach this exciting market, let your Parents give you a hand.

A unique concentration of young mothers.

LIFESTYLES

Continued

Avg. Newsstand Circ.

1	Rolling Stone	266,285
2	The Mother Earth News	189,570
3	Grit	133,001
4	Runner's World	114,563
5	Bicycling	84,745
6	Outside	61,926
7	American Health	61,749
8	Sail	59,347
9	Yachting	48,087
10	Boating	47,917
11	Early American Life	39,171
12	Cruising World	32,662
13	Country Journal	22,359
14	Americana	20,573
15	Trailer Life	18,243
16	Organic Gardening	10,464
17	Quarter Horse Journal	3,756
18	The Blood-Horse	1,112
19	Better Living	0
	Total	1,215,530

% Chg. Avg. News. Circ.

	1984 vs. 1983	%
1	Early American Life	22.0
2	The Blood-Horse	15.7
3	Bicycling	14.3
4	Rolling Stone	2.7
5	Sail	2.3
6	The Mother Earth News	0.9
7	Better Living	n/a
8	Quarter Horse Journal	ne
9	Trailer Life	-1.1
10	Organic Gardening	-1.6
11	Cruising World	-3.1
12	Boating	-5.2
13	Americana	-8.1
14	Yachting	-9.4
15	Outside	-10.2
16	American Health	-10.5
17	Runner's World	-11.9
18	Country Journal	-12.0
19	Grit	-29.3

Net Chg. Avg. News. Circ.

	1984 vs. 1983	
1	Bicycling	10,610
2	Rolling Stone	7,092
3	Early American Life	7,061
4	The Mother Earth News	1,617
5	Sail	1,318
6	The Blood-Horse	151
7	Better Living	n/a
8	Quarter Horse Journal	ne
9	Organic Gardening	-174
10	Trailer Life	-200
11	Cruising World	-1,040
12	Americana	-1,810
13	Boating	-2,644
14	Country Journal	-3,038
15	Yachting	-5,011
16	Outside	-7,006
17	American Health	-7,280
18	Runner's World	-15,454
19	Grit	-54,988
	Total	-70,796

% Chg. News. Revenue

	1984 vs. 1983	%
1	American Health	34.2
2	Early American Life	22.0
3	The Blood-Horse	20.8
4	Bicycling	14.3
5	Trailer Life	13.1
6	Boating	11.6
7	Runner's World	10.9
8	Outside	9.8
9	Yachting	6.3
10	Rolling Stone	2.7
11	Sail	2.3
12	The Mother Earth News	0.9
13	Better Living	n/a
14	Quarter Horse Journal	ne
15	Organic Gardening	-1.6
16	Cruising World	-3.1
17	Americana	-8.1
18	Country Journal	-16.0
19	Grit	-26.5

n/a = not applicable
ne = not estimated

MAGAZINE PROFILES

new boat and new product news, racing news, seamanship, boathandling, navigation and piloting.

Member: ABC

Primary SRDS Classification No. 6

Trailer Life

TL Enterprises, Inc.
29901 Agoura Road
Agoura, CA 91301
(818) 991-4980
Year founded: 1941
Published: Monthly
Publisher: Rick Rouse
Advertising Director: Chuck Kastler

Editorial Description: Trailer Life magazine is written specifically for people whose overall lifestyle is based on travel and recreation in their RV. Every issue includes product tests, travel articles, and other features—ranging from cooking tips to vehicle maintenance.

Member: ABC

Primary SRDS Classification No. 8A

Yachting

CBS Magazines
5 River Road
Cos Cob, CT 06807
(203) 629-8300
Year founded: 1907
Published: Monthly
Publisher: Edward D. Muhlfeld
Other key contacts: Alexander Armentrout, Associate Publisher

Editorial Description: Yachting is edited for pleasure boat enthusiasts—men, women, and children. It places equal emphasis on the interests of both the sail and power boat owner. Yachting contains topical articles covering the sport as well as departments concerned with special interests and activities. Regular news departments report yachting events, both national and international. Other special sections include plans of new boats and descriptions of newly introduced boats, engines and equipment.

Member: ABC

Primary SRDS Classification No. 6

THE MAGNET
The new CBS Magazine Network

REACHING MORE THAN 20 MILLION PASSIONATE CONSUMERS.

☐ ROAD & TRACK ☐ AMERICAN PHOTOGRAPHER ☐ SKIING
☐ FLYING ☐ BOATING ☐ AUDIO ☐ POPULAR PHOTOGRAPHY
☐ CYCLE ☐ CAR & DRIVER ☐ STEREO REVIEW ☐ CYCLE WORLD

Figures are Folio estimates for the calendar year 1984.

Maturity

Market Highlights

CIRCULATION:

THREE-BOOK MARKET STRENGTHENS ALL-SUB FRANCHISE

Overall, the Maturity circulation increases by 1,339,797 copies, an indication that the graying of America and the growth of this market continue at a youthful pace. *Modern Maturity*'s outsized circulation expands 14% to 10,329,119. Playing a tenacious David to *MM*'s Goliath, competitor *50 Plus* broadens its smaller circulation niche by a healthy 9.7% to 315,164.

AD PAGES:

TOTAL PAGES GROW; *50 PLUS* SCORES BIGGEST GAINS

When it comes to ad pages, *50 Plus* scores the biggest gains in the Maturity category. *50P*'s performance nets a 35.4% increase over the previous year, which translates into a net gain of 110 ad pages. No slouch, *Modern Maturity* ups its pages by 8.6% to a total of 252.

REVENUE:

SUB DOLLARS ACCOUNT FOR OVER HALF OF REVENUE

The ad pages for this "mini-market" translate into a revenue picture of $24.9 million, a net gain of nearly $5.7 million. The total revenue picture more than doubles the ad figures, coming in at $52.4 million, a net gain of over $9 million over year ago. The balance of the overall revenue comes from money made on subscriptions. All books post nice sub revenue gains, 14% for *Modern Maturity*, and 8.6% for *50 Plus*. Leading both, however, is *VFW Magazine* with sub revenue jumping +62.4% vs. '83.

MATURITY

Ad Pages

1	50 Plus	420
2	VFW Magazine	286
3	Modern Maturity	252
	Total	**958**

% Chg. Ad Pages

1984 vs. 1983

		%
1	50 Plus	35.4
2	Modern Maturity	8.6
3	VFW Magazine	−11.5

Net Chg. Ad Pages

1984 vs. 1983

1	50 Plus	110
2	Modern Maturity	20
3	VFW Magazine	−37
	Total	**93**

Avg. Ad Pages/Copy

1	Modern Maturity	42
2	50 Plus	35
3	VFW Magazine	26

Ad Revenue

		$000
1	Modern Maturity	19,340
2	50 Plus	2,842
3	VFW Magazine	2,741
	Total	**24,923**

% Chg. Ad Revenue

1984 vs. 1983

		%
1	50 Plus	54.3
2	Modern Maturity	33.7
3	VFW Magazine	−5.3

Net Chg. Ad Revenue

1984 vs. 1983

		$000
1	Modern Maturity	4,874
2	50 Plus	1,000
3	VFW Magazine	−152
	Total	**5,722**

Avg. Edit. Pgs./Copy

1	Modern Maturity	87
2	50 Plus	43
3	VFW Magazine	36

Average Circulation

1	Modern Maturity	10,329,119
2	VFW Magazine	1,851,136
3	50 Plus	315,164
	Total	**12,495,419**

% Chg. Avg. Circ.

1984 vs. 1983

		%
1	Modern Maturity	14.0
2	50 Plus	9.7
3	VFW Magazine	2.3

Net Chg. Avg. Circ.

1984 vs. 1983

1	Modern Maturity	1,269,945
2	VFW Magazine	41,884
3	50 Plus	27,968
	Total	**1,339,797**

Avg. Total Pgs./Copy

ad pages + edit. pages

1	Modern Maturity	129
2	50 Plus	78
3	VFW Magazine	62

Total Revenue

ad rev. + circ. rev.

		$000
1	Modern Maturity	39,999
2	50 Plus	6,717
3	VFW Magazine	5,686
	Total	**52,402**

% Chg. Total Revenue

1984 vs. 1983

		%
1	50 Plus	24.1
2	Modern Maturity	22.8
3	VFW Magazine	20.8

Subscription Revenue

		$000
1	Modern Maturity	20,658
2	50 Plus	3,874
3	VFW Magazine	2,945
	Total	**27,477**

% Chg. Sub. Revenue

1984 vs. 1983

		%
1	VFW Magazine	62.4
2	Modern Maturity	14.0
3	50 Plus	8.6

Avg. Subscrip. Circ.

1	Modern Maturity	10,329,119
2	VFW Magazine	1,851,136
3	50 Plus	315,164
	Total	**12,495,419**

% Chg. Avg. Sub. Circ.

1984 vs. 1983

		%
1	Modern Maturity	14.0
2	50 Plus	9.7
3	VFW Magazine	2.3

Net Chg. Avg. Sub. Circ.

1984 vs. 1983

1	Modern Maturity	1,269,945
2	VFW Magazine	41,884
3	50 Plus	27,968
	Total	**1,339,797**

MAGAZINE PROFILES

50 Plus

Retirement Living Publishing Company, Inc.
850 Third Avenue
New York, NY 10022
(212) 715-2600
Year founded: 1978
Published: Monthly

Publisher: Gerald G. Hotchkiss
Advertising Director: John R. Parker, Associate Publisher/Advertising
Other key contacts: Robert Kimmel, New York Manager; Bard Lindeman, Editor

Editorial Description: 50 Plus is a special interest magazine for the over 50 age group. Each issue presents news and features concerning reports on people, money, the law, travel, housing, health, nutrition, education, beauty and style, entertainment and the Washington scene. How to get the most out of the "middle years," and how to plan for retirement is the editorial thrust of 50 Plus.

Member: ABC

Primary SRDS Classification No. 43A

Modern Maturity

Maturity Magazines Group
1909 K Street, N.W.
Washington, DC 20049
(202) 872-4700
Year founded: 1946
Published: Bimonthly

Publisher: Robert E. Wood
Advertising Director: Peter Hanson

Editorial Description: Modern Maturity is a general interest magazine for the 50 and over audience. Its editorial focus covers the interests and needs of mature consumers with varied lifestyles. News and features regularly reflect a broad spectrum of subjects—personalities, careers, financial planning, health, nutrition, beauty, home buying and decor, travel, legislation, continuing education, current trends, nostalgia and more. A positive image of mature living is presented for the pre-retirement and retirement years.

Member: ABC

Primary SRDS Classification No. 43A

VFW Magazine

Veterans of Foreign Wars of the United States
406 West 34th Street
Kansas City, MO 64111
(816) 756-3390
Year founded: 1913
Published: 11x per year

Publisher: John L. Smith
Advertising Director: Bert Kellam
Other key contacts: James Anderson, Editor

Editorial Description: VFW Magazine is published for members, who are Veterans of a Foreign War, having served on active duty. They average 55 years of age. VFW Magazine's editorial promotes insuring the national security through maximum military strength, speeding the rehabilitation of disabled and needy veterans, assisting VFW's widows and orphans and promoting Americanism through education in patriotism and constructive service to their communities.

Member: ABC

Primary SRDS Classification No. 20

Figures are FOLIO estimates for the calendar year 1984.

Men's Lifestyles

Market Highlights

CIRCULATION:
SOPHISTICATES HOLD THEIR OWN

Any waning interest in men's books that feature posed women apparently does not reside in the eye of the buying beholder. Two of the three posing books boost their overall circulation, and *Gallery* tops the list in sub gains. However, hard-driving *GQ* surpasses all other titles in newsstand increases, and *Science Digest* takes second in subscription growth. Still, the combined circulation of *Playboy* and *Penthouse* accounts for three quarters of this category's total circulation of 10,366,817.

AD PAGES:
***GQ, ESQUIRE* LEAD PACK**

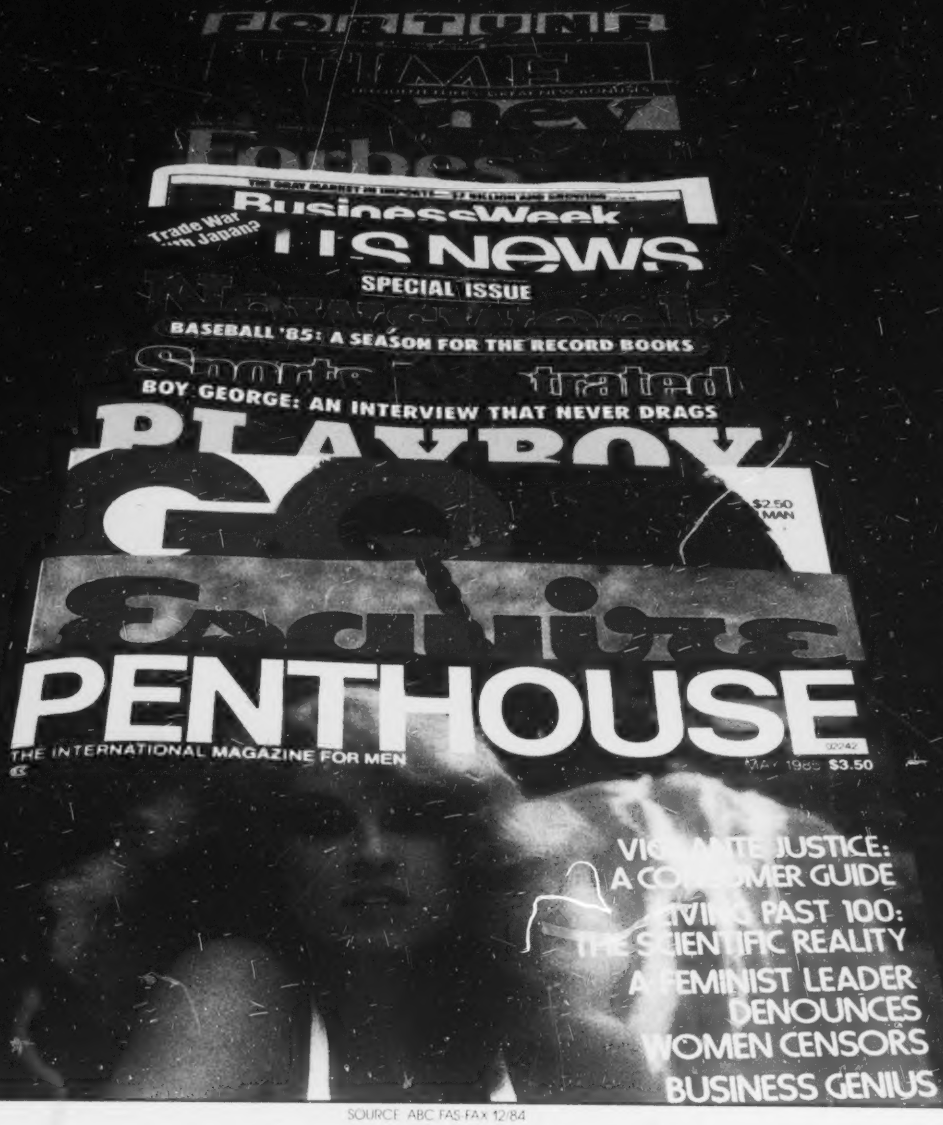
Whatever the readers' interest, the eyes of the advertising community continue to focus more clearly on the non-sophisticate segment of this category. *GQ* nets a 32.8% jump in ad pages, for a number one total of 1,922. Number two book, *Esquire*, boosts its total by 7.8% to 1,357 pages. Advertisers evidently want to reach "The Civilized Man." New entry *M* steps into this market with 766 ad pages, not too far behind number three *Playboy*'s 936 pages.

REVENUE:
MOST TITLES BOOST TOTAL REVENUE

Overall, the market makes more money in '84. *GQ* scores a dramatic 54% ad revenue gain, and a 34.1% total revenue boost. *Esquire* boasts substantial gains of its own: 22.7% in ad dollars, and 15.0% in total revenue. *Penthouse* takes third position in total revenue gains and tops the list of newsstand gainers.

Gains aside, no one comes close to the Big Two in actual dollars. In '84, *Playboy* and *Penthouse* together rake in 2½ times as much money as all six of the other titles *combined*!

On newsstands Penthouse outsold all of these magazines combined!


FORTUNE
TIME
Money
Forbes
BusinessWeek
Trade War with Japan?
U.S.NEWS
SPECIAL ISSUE
Newsweek
BASEBALL '85: A SEASON FOR THE RECORD BOOKS
Sports Illustrated
BOY GEORGE: AN INTERVIEW THAT NEVER DRAGS
PLAYBOY
GQ
$2.50
MAN
Esquire
PENTHOUSE
THE INTERNATIONAL MAGAZINE FOR MEN
MAY 1985 $3.50
VIGILANTE JUSTICE: A CONSUMER GUIDE
LIVING PAST 100: THE SCIENTIFIC REALITY
A FEMINIST LEADER DENOUNCES WOMEN CENSORS
BUSINESS GENIUS

SOURCE: ABC FAS-FAX 12/84

PENTHOUSE

IT'S A BUSINESS DECISION

MEN'S LIFESTYLES

Ad Pages

1 Gentlemen's Quarterly	1,922
2 Esquire	1,357
3 Playboy	936
4 M The Civilized Man	766
5 Penthouse	638
6 Soldier of Fortune	449
7 Science Digest	379
8 Gallery	115
Total	**6,562**

% Chg. Ad Pages

1984 vs. 1983

	%
1 Gentlemen's Quarterly	32.8
2 Esquire	7.8
3 Soldier of Fortune	1.1
4 M The Civilized Man	ne
5 Playboy	−10.9
6 Science Digest	−11.4
7 Penthouse	−12.2
8 Gallery	−19.2

Net Chg. Ad Pages

1984 vs. 1983

1 Gentlemen's Quarterly	474
2 Esquire	98
3 Soldier of Fortune	5
4 M The Civilized Man	ne
5 Gallery	−27
6 Science Digest	−49
7 Penthouse	−88
8 Playboy	−114
Total	**299**

Avg. Ad Pages/Copy

1 Gentlemen's Quarterly	160
2 Esquire	113
3 Playboy	78
4 M The Civilized Man	64
5 Penthouse	53
6 Soldier of Fortune	37
7 Science Digest	32
8 Gallery	10

Ad Revenue

	$000
1 Playboy	54,975
2 Esquire	29,888
3 Gentlemen's Quarterly	26,725
4 Penthouse	22,025
5 M The Civilized Man	4,901
6 Science Digest	4,867
7 Soldier of Fortune	1,120
8 Gallery	502
Total	**145,003**

% Chg. Ad Revenue

1984 vs. 1983

	%
1 Gentlemen's Quarterly	54.0
2 Esquire	22.7
3 Soldier of Fortune	7.6
4 Science Digest	0.1
5 M The Civilized Man	ne
6 Playboy	−8.8
7 Penthouse	−14.5
8 Gallery	−16.4

Net Chg. Ad Revenue

1984 vs. 1983

	$000
1 Gentlemen's Quarterly	9,367
2 Esquire	5,533
3 M The Civilized Man	ne
4 Gallery	−98
5 Penthouse	−3,734
6 Playboy	−5,290
7 Science Digest	7
8 Soldier of Fortune	79
Total	**5,864**

Avg. Edit. Pgs./Copy

1 Playboy	160
2 Penthouse	145
3 Esquire	129
4 Gentlemen's Quarterly	128
5 Gallery	99
6 M The Civilized Man	93
7 Science Digest	75
8 Soldier of Fortune	73

Average Circulation

1 Playboy	4,209,824
2 Penthouse	3,485,709
3 Esquire	719,722
4 Gentlemen's Quarterly	624,667
5 Science Digest	566,051
6 Gallery	493,614
7 Soldier of Fortune	166,764
8 M The Civilized Man	100,466
Total	**10,366,817**

% Chg. Avg. Circ.

1984 vs. 1983

	%
1 Gentlemen's Quarterly	10.4
2 Science Digest	4.1
3 Gallery	0.5
4 Penthouse	0.3
5 M The Civilized Man	ne
6 Playboy	−0.5
7 Esquire	−3.7
8 Soldier of Fortune	−11.1

Net Chg. Avg. Circ.

1984 vs. 1983

1 Gentlemen's Quarterly	58,981
2 Science Digest	22,437
3 Penthouse	8,715
4 Gallery	2,365
5 M The Civilized Man	ne
6 Playboy	−20,000
7 Soldier of Fortune	−20,742
8 Esquire	−27,746
Total	**24,010**

Avg. Total Pgs./Copy

ad pages + edit. pages

1 Gentlemen's Quarterly	288
2 Esquire	242
3 Playboy	238
4 Penthouse	198
5 M The Civilized Man	156
6 Soldier of Fortune	110
7 Gallery	109
8 Science Digest	107

n/a = not applicable
ne = not estimated

MAGAZINE PROFILES

Esquire

Esquire Associates
2 Park Avenue
New York, NY 10016
(212) 561-8100
Year founded: 1933
Published: Monthly

Publisher: Alan Greenberg
Advertising Director: Mike Trainor
Other key contacts: Chris Whittle, Chairman; Phillip Moffitt, President and Editor-in-Chief

Editorial Description: Esquire deals with the real and rapidly changing world of the American man in today's society. Each issue delivers practical information and counsel on a broad range of relevant subjects—business, politics, health and fitness, sports and the arts. Also, fashion, personal profiles and fiction.

Member: ABC

Primary SRDS Classification No. 30

Gallery

Montcalm Publishing Corporation
800 Second Avenue
New York, NY 10017
(212) 986-9600
Published: Monthly

Publisher: Milton J. Cuevas
Advertising Coordinator: Marina Despotakis
Other key contacts: William Marshall, Advertising Sales Manager; Jeff Grinspan, Director of Marketing/Promotion

Editorial Description: Gallery is a magazine that spans interest areas for the contemporary man, reflecting a point of view that is in keeping with the changing nature of male-female relationships in our society. Gallery contains serious and provocative articles, candid interviews, fiction, humor, coverage of the arts, and monthly photographic portfolios of beautiful women.

Member: ABC

Primary SRDS Classification No. 30

Gentlemen's Quarterly

The Conde Nast Publications Inc.
350 Madison Avenue
New York, NY 10017
(212) 880-8800
Published: Monthly
Publisher: Jack Kliger
Other key contacts: Rebecca Darwin, Marketing Director

Editorial Description: Gentlemen's Quarterly (GQ) is a magazine devoted to the contemporary lifestyle interests of urban men. Each issue explores the current and trend-setting aspects of men's fashion, grooming, apartment and home decor, "in" places, theatre, films, art, stereo and records, travel, automobiles, food and drink, and outdoor activities like golf, tennis, skiing and boating. Additional features are devoted to personality profiles.

Member: ABC

Primary SRDS Classification No. 30

M

The Civilized Man

Fairchild Publications
7 East 12th Street
New York, NY 10003
(212) 741-4000
Year founded: 1983
Published: Monthly

Publisher: Eugene F. Fahy
Advertising Director: Jocelyn McCormick, Assistant Publisher
Other key contacts: John B. Fairchild, Chairman; Michael Coady, Senior Vice President; Thomas Moran, Executive Editor & Associate Publisher ▶

Figures are Folio estimates for the calendar year 1984.

MEN'S LIFESTYLES

Continued

Total Revenue

ad rev. + circ. rev.	$000
1 Playboy	171,354
2 Penthouse	169,142
3 Gentlemen's Quarterly	42,522
4 Esquire	41,850
5 Gallery	19,808
6 Science Digest	14,274
7 M The Civilized Man	7,342
8 Soldier of Fortune	6,866
Total	**473,158**

% Chg. Total Revenue

1984 vs. 1983	%
1 Gentlemen's Quarterly	34.1
2 Esquire	15.0
3 Penthouse	11.8
4 Gallery	0.9
5 Science Digest	0.5
6 M The Civilized Man	ne
7 Playboy	−3.2
8 Soldier of Fortune	−8.2

Subscription Revenue

	$000
1 Playboy	46,294
2 Esquire	8,007
3 Penthouse	5,918
4 Science Digest	4,846
5 Gentlemen's Quarterly	4,279
6 M The Civilized Man	1,080
7 Soldier of Fortune	838
8 Gallery	513
Total	**71,775**

% Chg. Sub. Revenue

1984 vs. 1983	%
1 Gallery	21.0
2 Science Digest	13.5
3 Gentlemen's Quarterly	12.0
4 Penthouse	2.9
5 M The Civilized Man	ne
6 Playboy	−0.3
7 Esquire	−4.6
8 Soldier of Fortune	−16.8

Avg. Subscrip. Circ.

1 Playboy	2,365,492
2 Esquire	589,955
3 Science Digest	376,024
4 Gentlemen's Quarterly	240,706
5 Penthouse	198,946
6 M The Civilized Man	62,664
7 Soldier of Fortune	32,238
8 Gallery	23,305
Total	**3,889,330**

% Chg. Avg. Sub. Circ.

1984 vs. 1983	%
1 Gallery	16.0
2 Science Digest	13.1
3 Gentlemen's Quarterly	12.0
4 Penthouse	1.8
5 Playboy	1.7
6 M The Civilized Man	ne
7 Esquire	−5.2
8 Soldier of Fortune	−16.7

Net Chg. Avg. Sub. Circ.

1984 vs. 1983	
1 Science Digest	43,566
2 Playboy	38,553
3 Gentlemen's Quarterly	25,880
4 Penthouse	3,446
5 Gallery	3,213
6 M The Civilized Man	ne
7 Soldier of Fortune	−6,479
8 Esquire	−32,428
Total	**75,751**

Newsstand Revenue

	$000
1 Penthouse	141,199
2 Playboy	70,085
3 Gallery	18,794
4 Gentlemen's Quarterly	11,519
5 Soldier of Fortune	4,907
6 Science Digest	4,561
7 Esquire	3,955
8 M The Civilized Man	1,361
Total	**256,381**

Avg. Newsstand Circ.

1 Penthouse	3,286,764
2 Playboy	1,844,332
3 Gallery	470,309
4 Gentlemen's Quarterly	383,961
5 Science Digest	190,027
6 Soldier of Fortune	134,526
7 Esquire	129,767
8 M The Civilized Man	37,802
Total	**6,477,488**

% Chg. Avg. News. Circ.

1984 vs. 1983	%
1 Gentlemen's Quarterly	9.4
2 Esquire	3.7
3 Penthouse	0.2
4 M The Civilized Man	ne
5 Gallery	−0.2
6 Playboy	−3.1
7 Soldier of Fortune	−9.6
8 Science Digest	−10.0

Net Chg. Avg. News. Circ.

1984 vs. 1983	
1 Gentlemen's Quarterly	33,101
2 Penthouse	5,269
3 Esquire	4,681
4 M The Civilized Man	ne
5 Gallery	−848
6 Soldier of Fortune	−14,263
7 Science Digest	−21,131
8 Playboy	−58,554
Total	**−51,745**

% Chg. News. Revenue

1984 vs. 1983	%
1 Penthouse	17.9
2 Gentlemen's Quarterly	9.4
3 Esquire	8.9
4 Gallery	1.0
5 M The Civilized Man	ne
6 Playboy	−0.4
7 Soldier of Fortune	−9.6
8 Science Digest	−10.0

▶

n/a = not applicable
ne = not estimated

MAGAZINE PROFILES

Editorial Description: M is a magazine for the successful, sophisticated man who seeks quality, and exudes "style," in every aspect of his life. The civilized man is active, affluent and ever-acquiring; serious both about his work and how he spends his leisure time. M is international both in scope and perspective. From the finest chateaus in France to the finest stores in America . . . to the pursuit of life in Australia's outback . . . M profiles the art of living well, in its own inimitable style, each month.

Member: ABC
Primary SRDS Classification No. 30

Penthouse

Penthouse International, Ltd.
1965 Broadway
New York, NY 10023
(212) 496-6100
Year founded: 1969
Published: Monthly

Publisher: Robert Guccione
Advertising Director: Howard Plissner
Other key contacts: Kathy Keeton, Vice Chairman; Nancy Kestenbaum, Associate Director of Advertising

Editorial Description: Penthouse is designed to reflect the two most striking social characteristics of life in our time: the new liberalism in morality and the spread of affluence in our upwardly mobile society. It is sophisticated male entertainment, and its scope ranges from outspoken contemporary comment to stunning photographic essays of today's most beautiful women. Penthouse features leading authors, artists, cartoonists, graphic designers and photographers. Its editorial ranges from topical interviews to informed sociological studies to pointed reportage, and from front-rank fiction to humor.

Member: ABC
Primary SRDS Classification No. 30

Playboy

Playboy Enterprises, Inc.
919 North Michigan Avenue
Chicago, IL 60611
(312) 751-8000
Year founded: 1953
Published: Monthly

Publisher: Hugh M. Hefner
Associate Publisher: Arthur Kretchmer
Other key contacts: Brian Van Mols, National Sales Manager; Jay Remer, National Sales Manager

Editorial Description: Playboy is a magazine of service and entertainment for men. It is designed to chronicle, interpret and shape contemporary values and lifestyles. Playboy presents ideas in living, self-improvement, technology and psychology. It includes interviews, tasteful pictorials, fiction, humor, men's fashion, travel, sports, food and drink, automobiles and home electronics.

Member: ABC
Primary SRDS Classification No. 30

Science Digest

Hearst Magazines
888 Seventh Avenue
New York, NY 10106
(212) 262-7540
Published: Monthly

Publisher: Woody Katsoff

Editorial Description: Science Digest is published for today's young professionals who are aware of the daily impact of science and technology on their lives and want to be able to understand and control these forces. The magazine is created by scientists and journalists and is accessible and easy to read as it is authoritative. Science Digest systematically surveys the field of professional journals and literature and presents the findings in comprehensible monthly digest departments.▶

There's only one place to meet the kind of men who'd enjoy dining with Craig Claiborne, wearing the new fall big coats and rooting for Dan Marino.

You'll find them reading GQ from cover to cover. Because Gentlemen's Quarterly's editorial coverage matches perfectly the tastes, the interests, the attitudes of America's young men of influence and affluence. In the September issue: Anthony Brandt's fascinating story of the art sleuth, Robert Volpe, tracer of missing masterpieces, Peter Morrell on shopping for a vintage wine collection. And fifty pages of fashion including seven exciting quarterbacks huddling in the season's roomy new coats, the current suede shoes, pinstripes revival and more. G.Q. Over 400 pages make September our year's biggest issue. And everything in it adds up to the right environment for your product.

The right environment

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All American Attitude
50 Pages of New Fall Fashions
Dinner Party P
The Hosts, T
The Weekend Wardrobe
The Tracer of Stolen Art
Getting Physical
A Day in the Life of The Vertical Club
Miami Ice: Dan Marino Is Some Passing Fancy By Mark Goodman

DAN MARINO PHOTOGRAPHED FOR G.Q. BY RICHARD AVEDON

MEN'S LIFESTYLES

Continued

Major articles by the world's leading experts are devoted to explaining the issues of our times such as acid rain and nuclear defense. Photographs and technical illustrations are also included.
Member: ABC
Primary SRDS Classification No. 43

Soldier of Fortune

Omega Group, Ltd.
5735 E. Arapahoe Avenue
P.O. Box 693
Boulder, CO 80303
(303) 449-3750
Year founded: 1975
Published: Monthly

Publisher: Robert K. Brown
Advertising Director: Joan K. Steele
Other key contacts: Kevin E. Steele, Vice President of Publications

Editorial Description: Soldier of Fortune is a men's adventure publication written for persons interested in current military developments, military affairs and history, combat techniques, outdoor survival, weapons and demolitions. Interviews, personality profiles, light essays, commentaries, guest editorials and humorous pieces related to professional adventure are also considered. Regular columns include letters, book reviews, new products and combat pistolcraft. Soldier of Fortune's editorial takes a stand on political issues and supports maintenance of a strong national defense, the dangers of communism, and the right to keep and bear arms.

Member: ABC

Primary SRDS Classification No. 30

AFFLUENCE B

Continued from page 118

San Diego Magazine (cont).

Year founded: 1948
Published: Monthly

Publishers: Edwin & Gloria Self
Advertising Director: Elizabeth Zongker
Other key contacts: Mary Kay Connell, Advertising Promotion Director, Demographics Coordinator

Editorial Description: San Diego Magazine is a general interest city review published to examine critically the cultural, aesthetic, political and civic issues, affairs and problems of San Diego County and California. It publishes articles, criticism, photography, opinions and ideas in the fields of city planning, politics, art, literature, theatre, music, sports, architecture, fashion, travel and resorts, industry and education. Its "What's Doing" and "Dining Out" columns provide a selective guide to the area's cultural, social and sporting events and to the area's entertainment and dining out establishments. Its travel articles emphasize cruises and travel in Europe, Mexico, Central America and the Pacific Islands.

Member: ABC
Primary SRDS Classification No. 30A

Texas Monthly

Texas Monthly, Inc.
Post Office Box 1569
Austin, TX 78767
(512) 476-7085
Year founded: 1973
Published: Monthly

Publisher: Michael R. Levy
Advertising Director: Roger Tremblay
Other key contacts: Mollie Hawkins Sharpe, Marketing Director; Pam Chrane Herries, Assistant Advertising Director; Doug Roeder, National Sales Manager

Editorial Description: Texas Monthly is edited for the urban Texas audience and covers the state's politics, sports, business, culture and changing lifestyles. It contains lengthy feature articles, reviews and interviews; it presents critical analysis of popular books, movies and plays including regular entertainment throughout the state.
Member: ABC
Primary SRDS Classification No. 30A

TWA Ambassador

Paulsen Publishing, Inc.
420 Lexington Ave.
New York, NY 10170
(212) 490-1446
Year founded: 1968
Published: Monthly

Publisher: E.D. Kaufman
Advertising Director: Joseph C. Paulsen
Other key contacts: Brad Paulsen, Vice President; Michael Rooney, Sales Manager

Editorial Description: TWA Ambassador is edited for TWA passengers. Feature articles and regular departments provide coverage of business, the arts, fashion, travel, sports, social concerns and personalities. Also included is in-flight information, TWA route maps, information on TWA cities.

Member: BPA, MPA

Primary SRDS Classification No. 1

Vanity Fair

The Conde Nast Publications Inc.
350 Madison Avenue
New York, NY 10017
(212) 880-8800
Year founded: 1914; revived, 1983
Published: Monthly

Publisher: G. Douglas Johnston
Advertising Director: Kathy Neisloss
Other key contacts: Marvin Krauss, Marketing Director

Editorial Description: Vanity Fair is a magazine of literature and the arts, politics and popular culture. Contains articles on fiction and nonfiction: essays, stories and reviews, interviews, profiles, poetry and satire. It features photographs and drawings, portraits and photojournalism, caricatures and cartoons.

Member: ABC

Primary SRDS Classification No. 22

Venture

Venture Magazine Inc.
521 Fifth Avenue
New York, NY 10175
(212) 682-7373
Year founded: 1979
Published: Monthly

Publisher: Arthur Lipper III
Advertising Director: James P. Rogers
Other key contacts: Joan D. Marowski, Marketing/Advertising Services Director

Editorial Description: Venture is edited for the executive who conceives new ideas for businesses, maps strategies to bring those companies into being, and does the work that is necessary to make them go. Each issue provides news, trends and information for these executives with which to operate, manage and expand their businesses, and reward themselves with the good things in life. Features explore topics ranging from emerging industries to economic trends and entrepreneurial management. Departments include New Businesses, Venture Strategies, Venture Financing, Franchise Facts, Your Business, Yourself, You Should Know, Making It Happen, and a Washington Newsletter.

Member: ABC

Primary SRDS Classification No. 8

W

Fairchild Publications
7 East 12th Street
New York, NY 10003
(212) 741-4000
Year founded: 1972
Published: Biweekly

Publisher: John B. Fairchild
Advertising Director: Adrienne Cleere, Associate Publisher
Other key contacts: Gene Fahy, Vice President Group Sales; Michael F. Coady, Senior Vice President and Executive Editor

Editorial Description: "W" is edited for the educated, affluent woman commenting on fashion, people and living. Articles represent selective consumer features from Women's Wear Daily and include: fashion, travel and beauty features, criticism of the arts and personality interviews.

Member: ABC

Primary SRDS Classification No. 49

Men's Service

Market Highlights

CIRCULATION:

DO-IT-YOURSELF BOOKS TOP GROWTH

Subs account for almost 90% of this category's over-8-million total circulation. Two of the big four books in the field, *Popular Mechanics* and *Home Mechanix*, chalk up subs gains. But smaller brother *New Shelter* leads in overall *and* sub circulation gains. *NS* also boosts its newsstand by 20.7%, not far behind number one newsstand gainer, *The Family Handyman*, with a 27.6% newsstand lift.

The Homeowner, a new entry, boasts a first-year total circulation of 639,621, a clear indication that this category can make room for an on-target newcomer.

AD PAGES:

GAINS AND LOSSES SPLIT EVENLY AMONG TITLES

Page gains and losses split evenly among the big four and the two smaller brothers. *The Family Handyman* tops those titles on the plus side with a 6.1% page increase. *New Shelter* and *Home Mechanix* finish second and third respectively.

REVENUE:

CATEGORY SCORES ACROSS-THE-BOARD INCREASES

The category posts across the board gains in ad revenues *and* total revenues, with *The Family Handyman* a distant first in both measurements. *TFH* also takes first, and *New Shelter* second, in newsstand revenue gains. Three of the big four titles experience dips in newsstand dollars, but *Popular Science* and *Popular Mechanics* are among the top three gainers in sub revenues.

MEN'S SERVICE

Ad Pages

1	Popular Mechanics	1,151
2	Popular Science	970
3	Home Mechanix	836
4	The Family Handyman	755
5	New Shelter	469
6	Workbench	358
7	The Homeowner	260
	Total	**4,799**

% Chg. Ad Pages

1984 vs. 1983

		%
1	The Family Handyman	6.1
2	New Shelter	1.9
3	Home Mechanix	0.2
4	The Homeowner	ne
5	Popular Mechanics	−3.0
6	Popular Science	−8.6
7	Workbench	−9.6

Net Chg. Ad Pages

1984 vs. 1983

1	The Family Handyman	43
2	New Shelter	9
3	Home Mechanix	2
4	The Homeowner	ne
5	Popular Mechanics	−35
6	Workbench	−38
7	Popular Science	−91
	Total	**−110**

Avg. Ad Pages/Copy

1	Popular Mechanics	96
2	Popular Science	81
3	The Family Handyman	76
4	Home Mechanix	70
5	Workbench	60
6	New Shelter	52
7	The Homeowner	26

Ad Revenue

		$000
1	Popular Mechanics	27,255
2	Popular Science	22,946
3	Home Mechanix	19,481
4	The Family Handyman	12,057
5	New Shelter	4,464
6	Workbench	2,981
7	The Homeowner	1,848
	Total	**91,032**

% Chg. Ad Revenue

1984 vs. 1983

		%
1	The Family Handyman	30.1
2	New Shelter	17.7
3	Popular Mechanics	11.2
4	Home Mechanix	10.8
5	Workbench	5.0
6	Popular Science	2.9
7	The Homeowner	ne

Net Chg. Ad Revenue

1984 vs. 1983

		$000
1	The Family Handyman	2,787
2	Popular Mechanics	2,739
3	Home Mechanix	1,899
4	New Shelter	671
5	Popular Science	645
6	Workbench	141
7	The Homeowner	ne
	Total	**8,882**

Avg. Edit. Pgs./Copy

1	Popular Mechanics	97
2	Popular Science	81
3	The Family Handyman	67
4	Home Mechanix	67
5	Workbench	63
6	New Shelter	52
7	The Homeowner	49

Average Circulation

1	Popular Science	1,803,360
2	Popular Mechanics	1,652,185
3	Home Mechanix	1,591,715
4	The Family Handyman	1,209,604
5	Workbench	883,133
6	New Shelter	712,282
7	The Homeowner	639,621
	Total	**8,491,900**

% Chg. Avg. Circ.

1984 vs. 1983

		%
1	New Shelter	7.1
2	Workbench	4.6
3	Popular Mechanics	1.7
4	The Homeowner	ne
5	Home Mechanix	−1.6
6	The Family Handyman	−1.8
7	Popular Science	−2.0

Net Chg. Avg. Circ.

1984 vs. 1983

1	New Shelter	47,408
2	Workbench	39,233
3	Popular Mechanics	27,784
4	The Homeowner	ne
5	The Family Handyman	−22,415
6	Home Mechanix	−25,111
7	Popular Science	−37,593
	Total	**29,306**

Avg. Total Pgs./Copy

ad pages + edit. pages

1	Popular Mechanics	193
2	Popular Science	162
3	The Family Handyman	142
4	Home Mechanix	136
5	Workbench	123
6	New Shelter	104
7	The Homeowner	75

▶

n/a = not applicable
ne = not estimated

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Figures are FOLIO estimates for the calendar year 1984.

TAKE A
NEW LOOK

AT THE
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OF LIFE.
THE GOOD,
BAD, BEAUTIFUL,
AND UGLY.
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AND
SUPERNATURAL.
THE HEROIC,
AND VILLAINOUS.
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ADVENTUROUS,
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AND THE
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MEN'S SERVICE

Continued

Total Revenue

ad rev. + circ. rev.	$000
1 Popular Mechanics	44,747
2 Popular Science	41,863
3 Home Mechanix	34,378
4 The Family Handyman	22,466
5 New Shelter	11,136
6 Workbench	7,408
7 The Homeowner	7,328
Total	**169,326**

% Chg. Total Revenue

1984 vs. 1983	%
1 The Family Handyman	15.5
2 Popular Mechanics	6.8
3 Home Mechanix	4.7
4 Workbench	4.7
5 New Shelter	2.9
6 Popular Science	2.8
7 The Homeowner	ne

Subscription Revenue

	$000
1 Popular Science	14,108
2 Home Mechanix	12,199
3 Popular Mechanics	11,957
4 The Family Handyman	9,283
5 New Shelter	6,356
6 The Homeowner	5,070
7 Workbench	4,078
Total	**63,051**

% Chg. Sub. Revenue

1984 vs. 1983	%
1 Workbench	4.5
2 Popular Science	3.7
3 Popular Mechanics	3.3
4 Home Mechanix	1.3
5 The Homeowner	ne
6 The Family Handyman	−0.8
7 New Shelter	−6.1

Avg. Subscrip. Circ.

1 Popular Science	1,574,353
2 Home Mechanix	1,441,799
3 Popular Mechanics	1,344,689
4 The Family Handyman	1,145,251
5 Workbench	844,333
6 New Shelter	688,795
7 The Homeowner	612,337
Total	**7,651,557**

% Chg. Avg. Sub. Circ.

1984 vs. 1983	%
1 New Shelter	6.7
2 Workbench	4.7
3 Popular Mechanics	3.3
4 Home Mechanix	0.3
5 The Homeowner	ne
6 Popular Science	−0.6
7 The Family Handyman	−3.1

Net Chg. Avg. Sub. Circ.

1984 vs. 1983	
1 New Shelter	43,380
2 Popular Mechanics	42,397
3 Workbench	37,816
4 Home Mechanix	3,898
5 The Homeowner	ne
6 Popular Science	−8,767
7 The Family Handyman	−36,334
Total	**82,390**

Newsstand Revenue

	$000
1 Popular Mechanics	5,535
2 Popular Science	4,809
3 Home Mechanix	2,698
4 The Family Handyman	1,126
5 The Homeowner	409
6 New Shelter	317
7 Workbench	349
Total	**15,243**

Avg. Newsstand Circ.

1 Popular Mechanics	307,496
2 Popular Science	229,008
3 Home Mechanix	149,917
4 The Family Handyman	64,353
5 Workbench	38,800
6 The Homeowner	27,285
7 New Shelter	23,488
Total	**840,347**

% Chg. Avg. News. Circ.

1984 vs. 1983	%
1 The Family Handyman	27.6
2 New Shelter	20.7
3 Workbench	3.8
4 The Homeowner	ne
5 Popular Mechanics	−4.5
6 Popular Science	−11.2
7 Home Mechanix	−16.2

Net Chg. Avg. News. Circ.

1984 vs. 1983	
1 The Family Handyman	13,919
2 New Shelter	4,029
3 Workbench	1,417
4 The Homeowner	ne
5 Popular Mechanics	−14,614
6 Popular Science	−28,827
7 Home Mechanix	−29,009
Total	**−53,085**

% Chg. News. Revenue

1984 vs. 1983	%
1 The Family Handyman	37.0
2 New Shelter	20.7
3 Workbench	3.9
4 The Homeowner	ne
5 Popular Science	−0.4
6 Popular Mechanics	−4.5
7 Home Mechanix	−16.2

▶

n/a = not applicable
ne = not estimated

MAGAZINE PROFILES

The Family Handyman

The Webb Company
1999 Shepard Road
St. Paul, MN 55116
(612) 690-7328
Year founded: 1951
Published: 10x per year

Publisher: Greg Carey
Advertising Director: Pat Barry

Editorial Description: The Family Handyman is edited for the homeowner with an active interest in home improvement and home management. Major editorial categories include home remodeling, repair and maintenance, energy efficiency, home furnishings and decorating, yard and garden care. Additional themes include woodworking, auto maintenance, new products and general interest. The graphic emphasis is on step-by-step photos and illustrations as well as detailed plans and diagrams. Editorial departments include Ask Handyman, Reader Letters, Using Tools, Shop News, Pro Advice, Appliance Repair and Handyman Garage.

Member: ABC

Primary SRDS Classification No. 24

Home Mechanix

(formerly Mechanix Illustrated)

CBS Magazines
1515 Broadway, 12th Floor
New York, NY 10036
(212) 719-6000
Year founded: 1928
Published: Monthly

Publisher: Marlene Jensen
Advertising Director: Ernest J. Renzulli
Other key contacts: Robert Fitzpatrick, Marketing Research Director; John Brown, Marketing Director

Editorial Description: Home Mechanix is devoted to home improvement and automotive care. Home Mechanix provides home managers with detailed instruction for Do-It-Yourself projects. It also provides information to help the reader make informed decisions when specifying products and materials, or engaging craftsmen, contractors and mechanics.

Member: ABC

Primary SRDS Classification No. 29

The Homeowner

Family Media, Inc.
3 Park Avenue
New York, NY 10016
(212) 340-9200
Year founded: 1976
Published: 10x per year

Publisher: Martin J. Tubridy
Advertising Director: Martin J. Tubridy
Other key contacts: Mitch Lurin, Director of Marketing Services

Editorial Description: The Homeowner covers major home improvements, remodeling and modernization, both do-it-yourself and professionally contracted. Remodeling and decorating ideas are combined with practical means of achieving them. Planning, estimating and buying tips are included along with techniques and tools. Each issue features a major area of homeowner interest and involvement.

Member: ABC

Primary SRDS Classification No. 24

New Shelter

Rodale Press, Inc.
33 East Minor Street
Emmaus, PA 18049
(215) 967-5171
Year founded: 1980
Published: 9x per year

Publisher: Sanford T. Beldon
Advertising Director: Bennett Zucker
Other key contacts: Anthony Asiaghi, Marketing Manager

Editorial Description: New Shelter is edited for the homeowner who wants to renovate, remodel, maintain, and improve his home. The editorial content is devoted to new construction ideas and techniques, home remodeling, improvement and repair, design and architecture, home energy, finance and management, landscaping and gardening, new advances in home electronics. Regular editorial departments include: product testing & evaluation, plans and projects, product preview, technical questions and answers, solar innovations, trade secrets of professional remodelers, and how-to projects.

Member: ABC

Primary SRDS Classification No. 24

Figures are FOLIO estimates for the calendar year 1984.

IN JULY 1986, THE FUTURE OF AMERICA WILL MAKE HISTORY.

PRESENTING THE BUILDING OF AMERICA.

The spirit of America, with all its vitality, strength and hope, will be captured by Popular Mechanics in "The Building of America," an historic special section appearing in our July, 1986 issue.

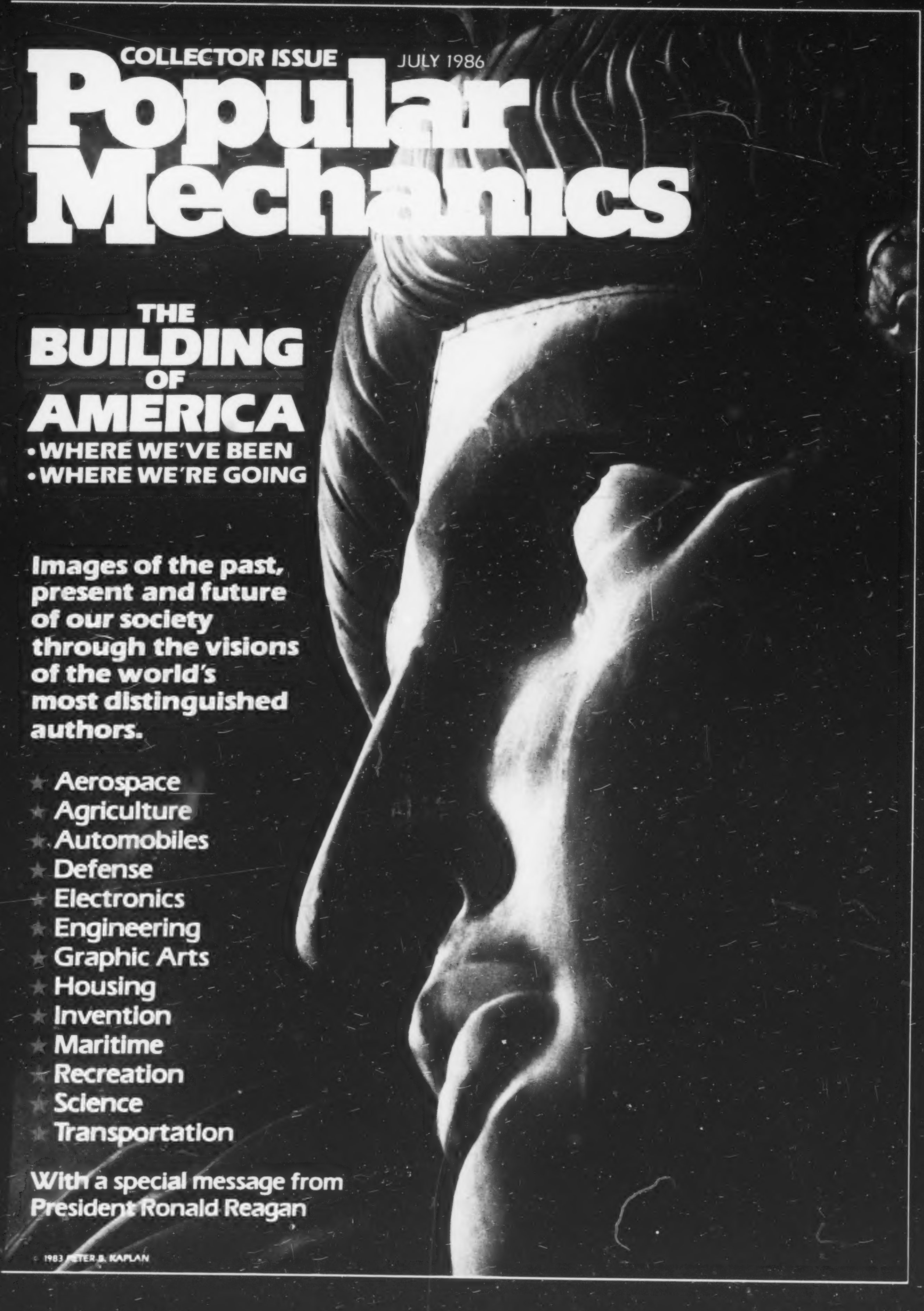
For 83 years, Popular Mechanics has served generations of Americans who helped build this nation, by providing them with a vision of the changing world around them. So, in the year of the Centennial Celebration of the Statue of Liberty, it's especially relevant that this magazine present images of our nation's past, present and future.

Destined to be saved by millions of Americans, "The Building of America" will be a true collector's issue. It will also be a spectacular publishing event—for its pages will make history, by presenting the insights, ideas and dreams of over a dozen of our most distinguished authors, essayists, and our most influential national figures, all of whom will contribute original works to "The Building of America."

Each will explore a topic of special interest to him and to our nation—from the emerging agribusiness to the depths of interplanetary space; from burgeoning megalopolises to the transportation systems that will connect them; from America's domed stadiums to the computers that make them work. But beyond mere technology, this will be the story of a people who make it all happen.

The contribution your company has made can be an important part of this very special celebration of our country. You can also be a part of a spectacular weekend celebration July 3, 4, and 5, 1986.

But act soon. The future will arrive before you know it.



COLLECTOR ISSUE

JULY 1986

Popular Mechanics

THE BUILDING OF AMERICA

- WHERE WE'VE BEEN
- WHERE WE'RE GOING

Images of the past, present and future of our society through the visions of the world's most distinguished authors.

- ★ Aerospace
- ★ Agriculture
- ★ Automobiles
- ★ Defense
- ★ Electronics
- ★ Engineering
- ★ Graphic Arts
- ★ Housing
- ★ Invention
- ★ Maritime
- ★ Recreation
- ★ Science
- ★ Transportation

With a special message from President Ronald Reagan

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RESERVE YOUR COMPANY'S PLACE IN HISTORY!

Advertisers who join "The Building of America" will be participating in a truly major publishing event, and one that will be history-making. It will be one of the most valuable and prestigious communications opportunities available in 1986.

- Your message will be enhanced by an editorial environment created by some of our nation's greatest writers, essayists, and national figures.
- With an increased newsstand distribution and pass-along readership, your ad will be seen by significantly more than our usual audience of over 9,800,000.
- A true collector's issue which will be read, shared, kept and re-read.

THE
BUILDING
OF
AMERICA
COLLECTOR ISSUE
JULY 1986
Closing date—April 15, 1986.

Advertisers participating in our exclusive PM-sponsored VIP package will share in spectacular July 4th weekend activities, including:

- Accommodations at one of New York's finest, centrally-located hotels.
- A "Salute to America" gala with famous authors, and national figures at the Windows on the World Ballroom overlooking New York Harbor on the evening of July 3rd.
- "Grandstand seats" aboard one of the world's largest aircraft carriers anchored in New York Harbor, offering an unsurpassed view of the magnificent Op-Sail Ship Review and the rededication ceremonies of the Statue of Liberty on July 4th.

For complete details on this issue and the VIP package, contact your PM representative.

Daniel J. Coleman
Publisher
212-262-4282

Floyd Sembler
Advertising Director
212-262-4284

Edward Vaquero
Director of Marketing
212-262-4290
224 W. 57th Street,
New York, NY 10019

Sales Offices:
Charles C. Sullivan, Mgr.
377 Fisher Road, Suite D
Grosse Pointe, MI 48230
313-881-3520

Alan R. Perry, Mgr.
1 South Wacker Drive
Chicago, IL 60606
312-984-5190

Bruno R. Michetti, Mgr.
460 East Carson Plaza Drive
Carson, CA 90746
213-532-8101

William Leavenworth, Mgr.
221 PDC
3659 Green Road
Cleveland, OH 44122
216-292-7334

Stephen Koddenberg
Eastern Mgr.
224 West 57th Street
New York, NY 10019
212-262-8824

Bud Gilbert, N.Y. Mgr.
224 West 57th Street
New York, NY 10019
212-262-4286

POPULAR MECHANICS is a publication of Hearst Magazines, a division of The Hearst Corporation
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Popular Mechanics

Hearst Magazines
224 West 57th Street
New York, NY 10019
(212) 262-4282
Year founded: 1902
Published: Monthly

Publisher: Daniel J. Coleman
Advertising Director: Floyd Sembler
Other key contacts: Stephen Koddenberg, Eastern Advertising Manager

Editorial Description: Popular Mechanics is on the leading edge of the new technologies and brings to readers the best and latest information to enhance their everyday lives. PM editorial covers the automobile, home, workshop, sports and leisure, electronics, photography—all the subjects of interest to today's multi-dimensional man. New developments, products and techniques are illustrated encouraging the reader to be a participant in life rather than a spectator. PM communicates with the reader to show how to understand, assimilate, enjoy and benefit by the new technologies.

Member: ABC

Primary SRDS Classification No. 29

Popular Science

Times Mirror Magazines, Inc.
380 Madison Avenue
New York, NY 10017
(212) 687-3000
Year founded: 1872
Published: Monthly

Publisher: Terence E. Moyes
Advertising Director: James M. Byrne Jr.

Editorial Description: Popular Science concentrates its editorial on new products that may be of special usefulness to men with strong interests in their homes, personal transportation needs and in recreation. Each month, the magazine reports on products still on industrial drawing boards. It also introduces products already in the marketplace, and provides "use" suggestions about products. Major articles and departmental features cover such product areas as automobiles; boats and engines; home workshop tools; garden and lawn equipment; electronic, TV, and photographic equipment; and recreational products.

Member: ABC

Primary SRDS Classification No. 29

Workbench

The Do-it-Yourself Magazine

Modern Handcraft, Inc.
4251 Pennsylvania Avenue
Kansas City, MO 64111
(816) 531-5730
Year founded: 1957
Published: Bimonthly

Publisher: John E. Tillotson III
Advertising Director: Bradford B. Reynolds
Other key contacts: John E. Tillotson II, Chairman

Editorial Description: Workbench magazine is concerned both with ideas and practical methods applied to how-to-do projects. Instructions, drawings, and photographs are used to present projects for the beginning and advanced home craftsman.

Member: ABC, MPA

Primary SRDS Classification No. 24

THE MAGNET
The new CBS Magazine Network

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☐ FLYING ☐ BOATING ☐ AUDIO ☐ POPULAR PHOTOGRAPHY
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Figures are Folio estimates for the calendar year 1984.

More than 11 million readers think the world of us.

We put it all together for them—every week.

1985 Spring MRI

U.S.NEWS
& WORLD REPORT

Advertising Headquarters: 45 Rockefeller Plaza, New York, NY 10020-2209

Atlanta 404-266-0971 ■ Boston 617-536-3677 ■ Chicago 312-527-2707 ■ Dallas 214-969-5511 ■ Detroit 313-353-4000 ■ Los Angeles 213-479-4729 ■ New York 212-246-3366 ■ San Francisco 415-392-8593 ■ Washington, DC 202-955-2052

Newsmagazines
Market Highlights

CIRCULATION:
SPORTS TITLES DOMINATE GROWTH

Mega-circulation *TV Guide* accounts for over half of this market's total circulation of 34,241,100, but *TVG* just squeezes into the plus column in total circulation gains versus 1983. *The Sporting News* duplicates its number one 1983 growth performance, handily beating all other titles with a 13.5% circulation increase in 1984. However, *TSN* joins five other books that lost at the newsstand. Only *Sports Illustrated* (9.4%) and *People Weekly* boost single-copy sales. *SI* also scores sub gains (number two behind *TSN*), as did all but two Newsmagazines.

AD PAGES:
PEOPLE #1 IN PAGES AND GROWTH

When comparing magazines like *People Weekly* with magazines like *Nation's Business*, percentage gains require some elaboration. *PW* tops all page gainers with a 17.8% lift. *NB* comes in a close second at 16.8%. Not to take anything away from *NB*'s top flight performance, but the *People* increase translates into 614 pages, while that for *NB* is 62 pages. Overall, Newsmagazines add 1,265 ad pages, for a total of 20,803.

REVENUE:
THE NEWS IS DOUBLE-DIGIT INCREASES

Seven books, led by *People Weekly* (32.7%) and *Sports Illustrated* (26.1%) report ad revenue gains in the double digits, and five books have two-digit total revenue boosts. Sales losses at the newsstand hurt the majority of titles, although *SI* swells its single-copy coffers 25.3% versus 1983. All books grow in sub revenues led by *The Sporting News* with a 17.9% increase.

NEWSMAGAZINES

Total Revenue

ad rev. + circ. rev.		$000
1	TV Guide	743,750
2	Time	540,742
3	People Weekly	387,288
4	Newsweek	352,044
5	Sports Illustrated	343,619
6	U.S.News & World Report	174,205
7	The Sporting News	32,605
8	Nation's Business	18,713
9	Industry Week	17,113
	Total	**2,610,079**

% Chg. Total Revenue

1984 vs. 1983		%
1	Sports Illustrated	22.8
2	People Weekly	19.9
3	Industry Week	19.8
4	The Sporting News	10.7
5	Time	10.7
6	Newsweek	9.3
7	Nation's Business	8.0
8	U.S.News & World Report	7.6
9	TV Guide	7.1

Subscription Revenue

		$000
1	TV Guide	202,216
2	Time	183,741
3	Sports Illustrated	100,940
4	Newsweek	88,226
5	U.S.News & World Report	67,703
6	People Weekly	39,427
7	The Sporting News	19,740
8	Nation's Business	9,720
9	Industry Week	0
	Total	**711,713**

% Chg. Sub. Revenue

1984 vs. 1983		%
1	The Sporting News	17.9
2	Sports Illustrated	15.7
3	Time	10.3
4	People Weekly	9.5
5	TV Guide	9.3
6	U.S.News & World Report	7.9
7	Newsweek	1.5
8	Nation's Business	1.4
9	Industry Week	n/a

Avg. Subscrip. Circ.

1	TV Guide	8,621,147
2	Time	4,400,883
3	Newsweek	2,845,996
4	Sports Illustrated	2,558,371
5	U.S.News & World Report	2,033,459
6	People Weekly	1,011,455
7	Nation's Business	862,634
8	The Sporting News	607,272
9	Industry Week	0
	Total	**22,941,217**

% Chg. Avg. Sub. Circ.

1984 vs. 1983		%
1	The Sporting News	17.4
2	Sports Illustrated	7.7
3	TV Guide	6.2
4	Nation's Business	5.6
5	Newsweek	0.7
6	People Weekly	0.7
7	Industry Week	n/a
8	Time	−0.3
9	U.S.News & World Report	−0.7

Net Chg. Avg. Sub. Circ.

1984 vs. 1983		
1	TV Guide	504,763
2	Sports Illustrated	183,017
3	The Sporting News	89,918
4	Nation's Business	45,413
5	Newsweek	19,035
6	People Weekly	6,671
7	Industry Week	n/a
8	Time	−13,045
9	U.S.News & World Report	−13,699
	Total	**822,073**

Newsstand Revenue

		$000
1	TV Guide	237,270
2	People Weekly	114,973
3	Time	21,412
4	Newsweek	16,724
5	Sports Illustrated	11,913
6	The Sporting News	5,245
7	U.S.News & World Report	5,021
8	Nation's Business	24
9	Industry Week	0
	Total	**412,582**

Avg. Newsstand Circ.

1	TV Guide	8,609,207
2	People Weekly	1,756,651
3	Time	224,440
4	Newsweek	179,016
5	Sports Illustrated	110,307
6	U.S.News & World Report	59,238
7	The Sporting News	57,640
8	Nation's Business	882
9	Industry Week	0
	Total	**10,997,381**

% Chg. Avg. News. Circ.

1984 vs. 1983		%
1	Sports Illustrated	9.4
2	People Weekly	1.2
3	Industry Week	n/a
4	TV Guide	−4.9
5	Time	−11.5
6	Newsweek	−12.2
7	U.S.News & World Report	−15.6
8	The Sporting News	−16.1
9	Nation's Business	−21.0

Net Chg. Avg. News. Circ.

1984 vs. 1983		
1	People Weekly	20,406
2	Sports Illustrated	9,514
3	Industry Week	n/a
4	Nation's Business	−235
5	U.S.News & World Report	−10,943
6	The Sporting News	−11,045
7	Newsweek	−24,804
8	Time	−29,103
9	TV Guide	−443,234
	Total	**−489,444**

% Chg. News. Revenue

1984 vs. 1983		%
1	Sports Illustrated	25.3
2	People Weekly	3.0
3	Newsweek	1.8
4	Industry Week	n/a
5	TV Guide	−1.1
6	The Sporting News	−2.1
7	Time	−4.6
8	U.S.News & World Report	−7.1
9	Nation's Business	−20.0

▶

n/a = not applicable
ne = not estimated

MAGAZINE PROFILES

Industry Week

Penton/IPC, Inc.
1111 Chester Avenue, Penton Plaza
Cleveland, OH 44114
(216) 696-7000
Year founded: 1882
Published: 25x per year

Publisher: Patrick B. Keefe
Advertising Director: Gere D. Coffey
Other key contacts: Joseph D. Hoffman, Director of Special Projects

Editorial Description: Industry Week is edited for executives in all industries: manufacturing; service and finance; those who inspire the creation of wealth, finance it, manufacture it, distribute it and benefit from it. It interprets the news and covers economic and business trends. It features management techniques, socio-economic issues, finance, technological innovation, and serves as a platform for defense of the free enterprise system. Departments include Memos, Newscope, News Analysis, Emerging Technologies, Economic Trends, Business Trends, Washington.

Member: ABC, BPA, MPA, MCC

Primary SRDS Classification No. 8

Nation's Business

U.S. Chamber of Commerce
1615 H St., N.W.
Washington, D.C. 20062
(202) 463-5680
Year founded: 1910
Published: Monthly

Publisher: David Roe
Advertising Director: Brett Perrine
Other key contacts: Bob Gray, Editor

Editorial Description: Nation's Business is edited for a dynamic sector of American business—small and mid-size companies. A mix of articles tailored to the day-to-day needs of the owners and managers of these growing companies gives them how-to advice on running a business, reports on the latest trends in management and business technology, plus advice from today's successful entrepreneurs and corporate leaders. And our Washington experts keep managers up-to-date on legislative, regulatory and judicial developments affecting their businesses. This combination of managerial advice, business trends and Washington intelligence works to make the manager's job easier—and more profitable.

Member: ABC, MPA

Primary SRDS Classification No. 8

Newsweek

Newsweek, Inc.
444 Madison Avenue
New York, NY 10022
(212) 350-4000
Year founded: 1933
Published: Weekly

Publisher: Gerard Smith, Senior Vice President
Advertising Director: Arthur E. Karlan, Vice President
Other key contacts: James D. McVey, Associate Advertising Director; Newton J. Friese, Associate Advertising Director; Willard W. Holman, Central Sales Director, Detroit; Lemuel C. Hall, Western Sales Director, Los Angeles

Editorial Description: Newsweek is a magazine of news and commentary. News is categorized into National Affairs, International, Science, Sports, Business, Medicine, Religion, Entertainment, the Graphic and Performing Arts, and encompasses the week's developments on the newsfronts of the world and the nation. Article are usually illustrated with relevant char maps, cartoons and photographs. The rea views are amplified by a number of colum opinion on national and international trends politics, the economy, personal business, the

Figures are FOLIO estimates for the calendar year 1984.

MONEY MARKET.

Your ad dollar invested in TV Guide will earn you big interest among younger men and women with lots of buying power.

TV Guide puts your message before more of those 25-to-44-year-old adults in households with $30,000+ incomes than any other newsweekly.

And TV Guide gets to its audience much faster than the other weeklies. It's the speed you need to keep awareness and sales momentum high.

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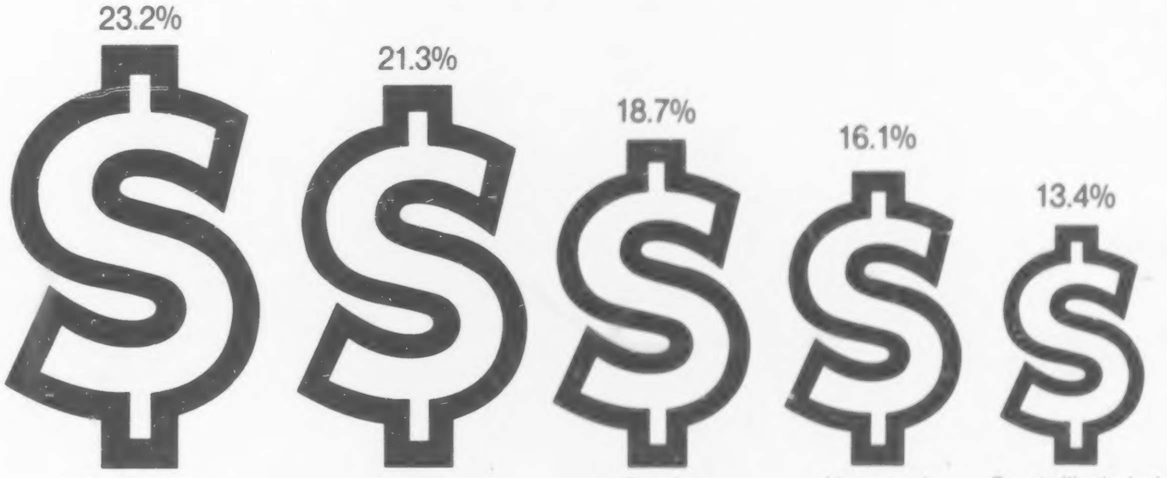

Source: SMRB. 1985. Special Tabulation.

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Bank on TV Guide. More than 39 million adult readers do, every week.

TV GUIDE
TRIANGLE PUBLICATIONS, INC

NEWSMAGAZINES

Continued

Ad Pages

1	People Weekly	4,063
2	TV Guide	3,800
3	Sports Illustrated	3,035
4	Newsweek	3,004
5	Time	2,818
6	U.S.News & World Report	1,758
7	Industry Week	1,333
8	The Sporting News	560
9	Nation's Business	432
	Total	**20,803**

% Chg. Ad Pages

	1984 vs. 1983	%
1	People Weekly	17.8
2	Nation's Business	16.8
3	Sports Illustrated	10.0
4	Industry Week	5.9
5	TV Guide	4.6
6	Time	4.2
7	Newsweek	2.0
8	U.S.News & World Report	−1.6
9	The Sporting News	−13.4

Net Chg. Ad Pages

	1984 vs. 1983	
1	People Weekly	614
2	Sports Illustrated	277
3	TV Guide	168
4	Time	115
5	Industry Week	86
6	Nation's Business	62
7	Newsweek	58
8	U.S.News & World Report	−29
9	The Sporting News	−86
	Total	**1,265**

Avg. Ad Pages/Copy

1	People Weekly	80
2	TV Guide	73
3	Newsweek	56
4	Sports Illustrated	56
5	Industry Week	53
6	Time	53
7	Nation's Business	36
8	U.S.News & World Report	34
9	The Sporting News	11

Ad Revenue

		$000
1	Time	335,589
2	TV Guide	304,265
3	Newsweek	247,095
4	People Weekly	232,888
5	Sports Illustrated	230,766
6	U.S.News & World Report	101,480
7	Industry Week	17,113
8	Nation's Business	8,969
9	The Sporting News	7,619
	Total	**1,485,784**

% Chg. Ad Revenue

	1984 vs. 1983	%
1	People Weekly	32.7
2	Sports Illustrated	26.1
3	Industry Week	19.8
4	Nation's Business	16.3
5	Newsweek	13.0
6	TV Guide	12.9
7	Time	12.1
8	U.S.News & World Report	8.2
9	The Sporting News	3.6

Net Chg. Ad Revenue

	1984 vs. 1983	$000
1	People Weekly	57,373
2	Sports Illustrated	47,761
3	Time	36,247
4	TV Guide	34,835
5	Newsweek	28,361
6	U.S.News & World Report	7,720
7	Industry Week	2,829
8	Nation's Business	1,255
9	The Sporting News	267
	Total	**216,648**

Avg. Edit. Pgs./Copy

1	TV Guide	143
2	Sports Illustrated	64
3	People Weekly	63
4	U.S.News & World Report	61
5	Time	54
6	Newsweek	52
7	Nation's Business	48
8	The Sporting News	46
9	Industry Week	43

Average Circulation

1	TV Guide	17,230,353
2	Time	4,625,322
3	Newsweek	3,025,012
4	People Weekly	2,768,105
5	Sports Illustrated	2,668,678
6	U.S.News & World Report	2,092,697
7	Nation's Business	863,515
8	The Sporting News	664,912
9	Industry Week	302,506
	Total	**34,241,100**

% Chg. Avg. Circ.

	1984 vs. 1983	%
1	The Sporting News	13.5
2	Sports Illustrated	7.8
3	Nation's Business	5.5
4	People Weekly	1.0
5	Industry Week	0.6
6	TV Guide	0.4
7	Newsweek	−0.2
8	Time	−0.9
9	U.S.News & World Report	−1.2

Net Chg. Avg. Circ.

	1984 vs. 1983	
1	Sports Illustrated	192,531
2	The Sporting News	78,873
3	TV Guide	61,529
4	Nation's Business	45,178
5	People Weekly	27,076
6	Industry Week	1,929
7	Newsweek	−5,769
8	U.S.News & World Report	−24,642
9	Time	−42,147
	Total	**334,558**

Avg. Total Pgs./Copy

	ad pages + edit. pages	
1	TV Guide	216
2	People Weekly	143
3	Sports Illustrated	120
4	Newsweek	107
5	Time	107
6	Industry Week	96
7	U.S.News & World Report	95
8	Nation's Business	84
9	The Sporting News	57

▶

MAGAZINE PROFILES

Washington scene, current affairs, life styles.

Member: ABC

Primary SRDS Classification No. 36A

People Weekly

Time Inc.
1271 Avenue of the Americas
New York, NY 10020
(212) 586-1212
Year founded: 1974
Published: Weekly

Publisher: S. Christopher Meigher III

Advertising Director: William S. Myers, Associate Publisher

Other key contacts: Terrence W. Russell, National Advertising Sales Manager; John J. Gallagher, Associate Advertising Sales Manager

Editorial Description: People Weekly is edited for active, sophisticated women and men. It presents readers with an overview of pacesetters on the contemporary American scene, focusing on the newsworthy rather than just the news. Articles feature the work and lifestyles of people in the arts, sciences, business and politics as well as stars of television, motion pictures, records and sports. People Weekly also profiles relatively unknown individuals who lead unusual, inspiring, or interesting lives.

Member: ABC

Primary SRDS Classification No. 36A

The Sporting News

The Sporting News Publishing Company
1212 North Lindbergh Boulevard
St. Louis, MO 63132
(314) 997-7111
Year founded: 1886
Published: Weekly

Publisher: Richard Waters, President

Advertising Director: Kent Valandra, Associate Publisher

Other key contacts: Edward C. Campbell, Midwest Advertising Director; Steven Card, Advertising Services Manager

Editorial Description: The Sporting News is edited for followers and participants of the major sports such as baseball, football, basketball, hockey, etc. In addition to regular feature stories, statistics are carried each week including averages, standings, summaries, etc.

Member: ABC

Primary SRDS Classification No. 36A

Sports Illustrated

Time Inc.
1271 Avenue of the Americas
New York, NY 10020
(212) 586-1212
Year founded: 1954
Published: Weekly (except semi-weekly during a week in November and a week in September, also two issues combined at year-end)

Publisher: Robert L. Miller

Advertising Director: Donald J. Barr

Other key contacts: Ann S. Moore, General Manager; Thomas J. Hickey, Advertising Sales Manager

Editorial Description: Sports Illustrated reports and interprets the world of sport, recreation and active leisure. It previews, analyzes and comments upon major games and events, as well as those noteworthy for character and spirit alone. It features individuals connected to sport and evaluates trends concerning the part sport plays in contemporary life. It provides instruction for both participants and spectators. Articles range through various fields: travel, architecture, art, fashion, physical fitness and conservation. Special departments deal with sports equipment, books and statistics.

Member: ABC

Primary SRDS Classification No. 36A

Figures are Folio estimates for the calendar year 1984.

NEWSMAGAZINES

Continued

TIME

Time Inc.
Time/Life Building
Rockefeller Center
New York, NY 10020
(212) 586-1212
Year founded: 1923
Published: Weekly

Publisher: John A. Meyers
Advertising Director: Richard B. Thomas
Other key contacts: John J. Crowley, Jr., U.S. Advertising Sales Director; Charles D. Hogan, Associate U.S. Advertising Sales Director; Harry Steinbreder, Jr., Special Advertising Projects; Don Elliman, Jr., International Advertising Sales Director; Rose L. Epstein, Advertising Sales General Manager

Editorial Description: TIME, The Weekly Newsmagazine is designed to keep readers of both sexes and all ages informed on the world's important news every week. It is entirely staff written and much of its material comes from the direct reports of Time-Life News Service correspondents in key news centers around the globe. The news in TIME is organized by departments, including: Art, Behavior, Books, Business, Cinema, Education, Environment, Law, Modern Living, Music, Nation, Press, Religion, Theater and World. The Cover Story examines a significant situation or personality in depth, and Essay deals with issues and ideas. Throughout the magazine the Editors aim to put events in perspective and provide both facts and insight.

Member: ABC

Primary SRDS Classification No. 36A

TV Guide

Triangle Publications, Inc.
4 Radnor Corporate Center
Radnor, PA 19088
(215) 293-8500
Year founded: 1953
Frequency: Weekly

Publisher: Eric G. Larson
Advertising Director: Thomas J. McDonough
Other key contacts: Robert G. Baumier, Advertising Manager; James B. Delehanty, Eastern Advertising Manager; James H. Clark, Midwest Advertising Manager; C. Robert Brooks, West Coast Advertising Manager; Joseph W. Kryla, Detroit Advertising Manager

Editorial Description: TV Guide reports, probes and analyzes various aspects of network, cable and pay television. Its national editorial section contains in-depth reports on the television medium, and a wide array of updates, backgrounders, special profiles and features, many of which deal with the medium's relationships with news, sports, science, finance, politics, government, literature, the arts and social issues. The local section provides network, local and pay/cable programming information for each local edition area.
Member: ABC
Primary SRDS Classification No. 36A

U.S.News & World Report

U.S.News & World Report, Inc.
2400 N Street, N.W.
Washington, DC 20037
(202) 955-2000
Year founded: 1933
Published: Weekly
Publisher: Richard C. Thompson
Associate Publisher: James C. Mason
Advertising Director: Walter Buchleitner
Other key contacts: James A. Ashe, Director of Marketing
Editorial Description: U.S.News & World Report is devoted to major trends, developments and issues in national and world news. Original reports and special analyses emphasize the economic and social effects of the news, with application for business and professional people and their families.
Member: ABC
Primary SRDS Classification No. 36A

Newsweekly audience the Newsweeklies don't have every day!

USA TODAY delivers a newsweekly audience with a demographic profile that parallels the best of the newsweeklies—but these readers can't be reached with newsweeklies. 71% of USA TODAY readers don't read Time, 75% don't read Newsweek. 81% don't read U.S. News & World Report and 76% don't read Sports Illustrated. So if you want to reach more than 4 million of these newsweekly types every day, you need USA TODAY!

The Advertising Might of USA TODAY

THE NATION'S NEWSPAPER
USA TODAY
VIA SATELLITE

It works every day!

Source: SMRB 1985

Outdoor

Market Highlights

CIRCULATION:

SMALLER BOOKS GAIN

Number one, two and three books in total circulation record losses versus 1983. But with *Fins and Feathers* entering the market with fifth-ranked paid circulation of 436,314 the market's total circ expands by 25%. *Guns & Ammo* leads overall circ gains with a 9.8% increase, and its 13% sub increase versus year ago tops that measurement. *G&A* and *Shooting Times* are only two in market to increase newsstand circulation.

AD PAGES:

MARKET BAGS 240 MORE AD PAGES

Well over one third of this category's ad pages belong to *Sports Afield* (1,053 pages) and *Field & Stream* (1,019). But number five book, *Petersen's Hunting*, walks away with the page gain honors, scoring a 16.3% increase. *Bassmaster Magazine* soars from number seven in ad page growth last year to number two this year, in a tie with *Outdoor Life*. Both books push up ad pages 8.1%.

REVENUE:

NEWSSTAND LOSSES HAVE LITTLE IMPACT

Despite most titles' newsstand troubles, total revenue rises versus 1983 across the board (and at a better pace than reported last year). *Petersen's Hunting* apparently takes the adage, "Good hunting" literally: *PH* sweeps all revenue growth measurements, bagging all four number one spots without a single close number two. Particularly dramatic are *PH*'s ad revenue boost of 24.3% and its sub dollar jump of 19.4%.

OUTDOOR

Ad Pages

1	Sports Afield	1,053
2	Field & Stream	1,019
3	Outdoor Life	916
4	Guns & Ammo	606
5	Petersen's Hunting	556
6	Fins & Feathers	502
7	Bassmaster Magazine	452
8	Shooting Times	447
	Total	**5,551**

% Chg. Ad Pages

1984 vs. 1983

		%
1	Petersen's Hunting	16.3
2	Bassmaster Magazine	8.1
3	Outdoor Life	8.1
4	Sports Afield	4.8
5	Guns & Ammo	2.1
6	Fins & Feathers	ne
7	Field & Stream	– 0.1
8	Shooting Times	– 0.4

Net Chg. Ad Pages

1984 vs. 1983

1	Petersen's Hunting	78
2	Outdoor Life	69
3	Sports Afield	48
4	Bassmaster Magazine	34
5	Guns & Ammo	13
6	Field & Stream	0
7	Fins & Feathers	ne
8	Shooting Times	– 2
	Total	**240**

Avg. Ad Pages/Copy

1	Sports Afield	88
2	Field & Stream	85
3	Outdoor Life	76
4	Bassmaster Magazine	57
5	Guns & Ammo	50
6	Petersen's Hunting	46
7	Fins & Feathers	42
8	Shooting Times	37

Ad Revenue

		$000
1	Field & Stream	34,392
2	Outdoor Life	19,435
3	Sports Afield	12,844
4	Guns & Ammo	5,543
5	Bassmaster Magazine	4,650
6	Petersen's Hunting	2,975
7	Fins & Feathers	2,052
8	Shooting Times	1,405
	Total	**83,296**

% Chg. Ad Revenue

1984 vs. 1983

		%
1	Petersen's Hunting	24.3
2	Outdoor Life	17.7
3	Bassmaster Magazine	13.2
4	Field & Stream	12.2
5	Sports Afield	11.9
6	Shooting Times	9.9
7	Guns & Ammo	4.9
8	Fins & Feathers	ne

Net Chg. Ad Revenue

1984 vs. 1983

		$000
1	Field & Stream	3,752
2	Outdoor Life	2,925
3	Sports Afield	1,370
4	Petersen's Hunting	581
5	Bassmaster Magazine	541
6	Guns & Ammo	260
7	Shooting Times	126
8	Fins & Feathers	ne
	Total	**9,555**

Avg. Edit. Pgs./Copy

1	Sports Afield	77
2	Field & Stream	73
3	Outdoor Life	67
4	Bassmaster Magazine	64
5	Petersen's Hunting	60
6	Guns & Ammo	55
7	Shooting Times	54
8	Fins & Feathers	52

Average Circulation

1	Field & Stream	2,003,174
2	Outdoor Life	1,513,279
3	Sports Afield	523,168
4	Guns & Ammo	522,256
5	Fins & Feathers	436,314
6	Bassmaster Magazine	405,855
7	Petersen's Hunting	290,343
8	Shooting Times	213,890
	Total	**5,908,279**

% Chg. Avg. Circ.

1984 vs. 1983

		%
1	Guns & Ammo	9.8
2	Petersen's Hunting	6.3
3	Shooting Times	2.8
4	Bassmaster Magazine	2.1
5	Fins & Feathers	ne
6	Outdoor Life	– 1.4
7	Field & Stream	– 2.1
8	Sports Afield	– 3.4

Net Chg. Avg. Circ.

1984 vs. 1983

1	Guns & Ammo	46,450
2	Petersen's Hunting	17,274
3	Bassmaster Magazine	8,488
4	Shooting Times	5,856
5	Fins & Feathers	ne
6	Sports Afield	– 18,543
7	Outdoor Life	– 21,308
8	Field & Stream	– 41,990
	Total	**– 3,773**

Avg. Total Pgs./Copy

ad pages + edit. pages

1	Sports Afield	165
2	Field & Stream	158
3	Outdoor Life	144
4	Bassmaster Magazine	120
5	Petersen's Hunting	107
6	Guns & Ammo	105
7	Fins & Feathers	94
8	Shooting Times	91

▶

n/a = not applicable
ne = not estimated

MAGAZINE PROFILES

Bassmaster Magazine

B.A.S.S. Publications
One Bell Road
Montgomery, AL 36141
(205) 272-9530
Year founded: 1967
Published: 8x per year

Publisher: Ray Scott
Advertising Director: Mike Harris
Other key contacts: Helen Sevier, Associate Publisher

Editorial Description: Bassmaster Magazine is edited for expert or beginner fresh water bass fishermen. Illustrated articles cover tactics and tackle for locating and catching largemouth, smallmouth, and spotted bass in man-made reservoirs, natural lakes or streams. Emphasis is on "how-to" with advice from professional anglers on the Bass Tournament Trail. Special issues feature coverage on bass boats, motors, accessories. Bass Masters Classic world finals, and an annual forecast of bass fishing "hot spots" with detailed where-to and how-to. Bass Club activities, conservation alerts. bass research, tournament reports, and a Tackle Report with expert's advice on new products are regular features.

Member: ABC, MPA

Primary SRDS Classification No. 19

Field & Stream

CBS Magazines
1515 Broadway
New York, NY 10036
(212) 719-6000
Year founded: 1895
Published: Monthly

Publisher: Eugene A. Bay, Jr.
Advertising Director: John H. Grant, Jr.

Editorial Description: Field & Stream is published for the outdoor sportsman and his family. While hunting and fishing are at the core of the editorial coverage, each issue features articles and departments devoted to conservation, fish and game recipes, camping, boating, gun dogs, vehicles, humor, and new products. Each issue also includes an eight-page locally edited section specifically tailored to the needs of outdoorsmen in each of five geographic regions.

Member: ABC

Primary SRDS Classification No. 19

Fins and Feathers

Fins and Feathers Publishing Company
318 West Franklin Avenue
Minneapolis, MN 55404
(612) 874-8130
Year founded: 1972
Published: Monthly

Publisher: Thomas C. Billig
Advertising Director: Thomas C. Billig III
Other key contacts: John Dill, Assistant Advertising Director; Jack Cummings, National Sales Manager; Sig Buchmayr, Northeast Representative; Jim Killer, South Representative; Bill Hague, West Representative

Editorial Description: Fins and Feathers is edited for America's sportsman and his family who have an active interest in fishing, hunting, and outdoor recreation as a focal point in their lives. It provides in each of the 41 separate state editions articles which instruct the reader in how to better engage in outdoor activities in and around his state. Associated activities and departments include Camping, Gun Dogs, Boating, Guns and Ammo, Bow Hunting, Recipe File, New Products, State Lake Maps, and Hunting Areas.

Member: ABC

Primary SRDS Classification No. 19

Guns & Ammo

Petersen Publishing Company
8490 Sunset Boulevard
Los Angeles, CA 90069

▶

Figures are FOLIO estimates for the calendar year 1984.

OUTDOOR

Continued

Total Revenue

	ad rev. + circ. rev.	$000
1	Field & Stream	54,278
2	Outdoor Life	38,035
3	Sports Afield	19,490
4	Guns & Ammo	11,879
5	Bassmaster Magazine	8,792
6	Fins & Feathers	8,503
7	Petersen's Hunting	6,422
8	Shooting Times	5,088
	Total	**152,487**

% Chg. Total Revenue

	1984 vs. 1983	%
1	Petersen's Hunting	19.2
2	Field & Stream	8.7
3	Outdoor Life	7.6
4	Bassmaster Magazine	7.2
5	Guns & Ammo	6.5
6	Sports Afield	5.6
7	Shooting Times	3.6
8	Fins & Feathers	ne

Subscription Revenue

		$000
1	Field & Stream	16,815
2	Outdoor Life	15,266
3	Fins & Feathers	5,116
4	Bassmaster Magazine	3,920
5	Sports Afield	3,571
6	Guns & Ammo	3,268
7	Petersen's Hunting	1,901
8	Shooting Times	1,434
	Total	**51,291**

% Chg. Sub. Revenue

	1984 vs. 1983	%
1	Petersen's Hunting	19.4
2	Guns & Ammo	12.8
3	Field & Stream	5.5
4	Bassmaster Magazine	3.9
5	Sports Afield	0.7
6	Fins & Feathers	ne
7	Outdoor Life	−0.4
8	Shooting Times	−0.8

Avg. Subscrip. Circ.

1	Field & Stream	1,856,974
2	Outdoor Life	1,354,509
3	Bassmaster Magazine	391,952
4	Sports Afield	391,782
5	Fins & Feathers	379,259
6	Guns & Ammo	377,757
7	Petersen's Hunting	217,568
8	Shooting Times	106,775
	Total	**5,076,576**

% Chg. Avg. Sub. Circ.

	1984 vs. 1983	%
1	Guns & Ammo	13.0
2	Petersen's Hunting	10.2
3	Bassmaster Magazine	3.9
4	Shooting Times	2.8
5	Fins & Feathers	ne
6	Outdoor Life	0.0
7	Sports Afield	−0.9
8	Field & Stream	−1.5

Net Chg. Avg. Sub. Circ.

	1984 vs. 1983	
1	Guns & Ammo	43,570
2	Petersen's Hunting	20,200
3	Bassmaster Magazine	14,638
4	Shooting Times	2,896
5	Outdoor Life	39
6	Fins & Feathers	ne
7	Sports Afield	−3,397
8	Field & Stream	−28,315
	Total	**49,631**

Newsstand Revenue

		$000
1	Outdoor Life	3,334
2	Sports Afield	3,074
3	Field & Stream	3,070
4	Guns & Ammo	3,069
5	Shooting Times	2,249
6	Petersen's Hunting	1,546
7	Fins & Feathers	1,335
8	Bassmaster Magazine	222
	Total	**17,899**

Avg. Newsstand Circ.

1	Outdoor Life	158,770
2	Field & Stream	146,200
3	Guns & Ammo	144,499
4	Sports Afield	131,387
5	Shooting Times	107,116
6	Petersen's Hunting	72,775
7	Fins & Feathers	57,055
8	Bassmaster Magazine	13,903
	Total	**831,705**

% Chg. Avg. News. Circ.

	1984 vs. 1983	%
1	Shooting Times	2.8
2	Guns & Ammo	2.0
3	Fins & Feathers	ne
4	Petersen's Hunting	−3.9
5	Field & Stream	−8.6
6	Sports Afield	−10.3
7	Outdoor Life	−11.9
8	Bassmaster Magazine	−30.7

Net Chg. Avg. News. Circ.

	1984 vs. 1983	
1	Shooting Times	2,961
2	Guns & Ammo	2,880
3	Fins & Feathers	ne
4	Petersen's Hunting	−2,926
5	Bassmaster Magazine	−6,152
6	Field & Stream	−13,675
7	Sports Afield	−15,147
8	Outdoor Life	−21,348
	Total	**−53,407**

% Chg. News. Revenue

	1984 vs. 1983	%
1	Petersen's Hunting	10.5
2	Guns & Ammo	3.2
3	Shooting Times	2.9
4	Fins & Feathers	ne
5	Outdoor Life	−5.4
6	Field & Stream	−8.5
7	Sports Afield	−10.3
8	Bassmaster Magazine	−30.7

▶

n/a = not applicable
ne = not estimated

MAGAZINE PROFILES

(213) 657-5100
Year founded: 1969
Published: Monthly

Publisher: Jay Hard
Group Publisher: Thomas Siatos
Advertising Director: Peter F. Clancey, Senior Vice President
Other key contacts: Los Angeles: Ralph Panico, Western Advertising Director; New York: Tony Coelho, Eastern Advertising Director

Editorial Description: Guns and Ammo offers a semi-technical approach to sporting firearms and their uses for beginners and experts alike. It includes articles on hunting, target shooting, antique firearms, ammunition, reloading and field tests in guns and shooting equipment. Regular columns include new products, letters, book reviews and technical questions.

Member: ABC

Primary SRDS Classification No. 19

Outdoor Life

Times Mirror Magazines, Inc.
380 Madison Avenue
New York, NY 10017
(212) 687-3000
Year founded: 1898
Published: Monthly

Publisher: John B. Crawley
Advertising Director: Ed Backus
Other key contacts: John W. Daley, Promotion Manager

Editorial Description: Outdoor Life is edited for the active sportsman and his outdoor-oriented family. Two-thirds of the feature articles are devoted to national interests, and one-third to the interests of four different regions: Northeast, South, Midwest and West. This editorial program provides feature articles and departments for the experienced as well as novice sportsman. Regularly covered subjects include hunting, fishing, boating, camping, archery, trap & skeet, conservation, dogs, photography, travel, equipment and apparel necessary for greater enjoyment of the out-of-doors. Emphasis throughout Outdoor Life is on participation.

Member: ABC

Primary SRDS Classification No. 19

Petersen's Hunting

Petersen Publishing Company
8490 Sunset Boulevard
Los Angeles, CA 90069
(213) 657-5100
Year founded: 1973
Published: Monthly

Publisher: Ken Elliott
Group Publisher: Thomas Siatos
Advertising Director: Peter F. Clancey, Senior Vice President
Other key contacts: Los Angeles: Ralph Panico, Western Advertising Director; New York: Tony Coelho, Eastern Advertising Director

Editorial Description: Petersen's Hunting is a magazine devoted to the sport of recreational hunting. It offers information for the true hunter. Petersen's Hunting presents in-depth coverage of big game, small game, upland game, waterfowl, exotic game, hunting vehicles and gun dogs. In addition, Petersen's Hunting is involved in game conservation and ecology, and the critical roles played by the hunter and the manufacturer.

Member: ABC

Primary SRDS Classification No. 19

Shooting Times

PJS Publications Inc.
P.O. Box 1790
Peoria, IL 61656
(309) 682-6626
Year founded: 1960
Published: Monthly

Publisher: Jerry R. Constantino
Advertising Director: Don Hartzell
Other key contacts: Terry Bredenberg, Executive Advertising Director

Editorial Description: Shooting Times magazine ▶

Figures are FOLIO estimates for the calendar year 1984

OUTDOOR

Continued

Magazine Profiles

is edited for the gun enthusiast, experienced and novice. Guns and shooting activities in the shooting sports are covered. Articles are semitechnical, covering handguns, rifles, shotguns, muzzleloading, hunting—varmint, big and small game, upland bird hunting. Ammo reloading covers handguns, rifles and shotguns. Also, conservation, how-to-do-it articles. New and existing guns, products and components are evaluated. Columns (monthly) are on handguns, hunting, Q&A's, gunsmithing, reloading, conservation, firearms laws, rifles and shotguns, both rimfire and centerfire.

Member: ABC

Primary SRDS Classification No. 19

Sports Afield

Hearst Magazines
250 West 55th Street
New York, NY 10019
(212) 262-8850
Year founded: 1887
Published: Monthly

Publisher: Hastings Ross
Advertising Director: William Losee

Editorial Description: Sports Afield is edited for the outdoor sports enthusiast. Illustrated feature articles cover outdoor activity. Advice on camping, hunting, arms and ammunition, fishing, boating, sporting dogs, trap and skeet, recreational vehicles, food, outdoor wear and wines and spirits as well as new products. Issues feature coverage of seasonal activities, with emphasis on where and how.

Member: ABC

Primary SRDS Classification No. 19

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☐ CYCLE ☐ CAR & DRIVER ☐ STEREO REVIEW ☐ CYCLE WORLD

Personal Finance & Management

Market Highlights

CIRCULATION:

MOST BOOKS MANAGE CIRCULATION WELL

After subtracting the circulation of one departed title, this market manages an overall gain versus 1983. Biggest circ book, *Consumer Reports* (nearly half of market total), grows 8.4%. But best success in overall circ growth (up 16.6%) and subscriptions (up 17.2%) is *Success!* Consumer interest rises dramatically at the newsstand for *Consumer Reports*, which boosts single-copy sales a market-leading 52.2%.

AD PAGES:

MINUS ONE TITLE, MARKET STILL AHEAD OF '83

Even with the departure of one title, this market posts a 2.5% lift in ad pages versus 1983. *Consumers Digest* leads books in ad page growth (as it did last year), up 9.2%. And despite a slight dip in ad pages, *Barron's* still accounts for nearly half the pages run in this market.

REVENUE:

GROWTH EXPERIENCED BY ALL TITLES

When it comes to managing finances, these books excel. Biggest money maker, *Money* tops all in total revenue growth vs. 1983. *Consumer Reports* makes cash registers ring at the newsstands with a 102.5% boost in single-copy revenue. *Consumers Digest* concentrates on ad coffers, upping ad revenues 46.6%.

PERSONAL FINANCE & MANAGEMENT

Ad Pages

1	Barron's	2,350
2	Money	1,516
3	Changing Times	535
4	Success!	414
5	Consumers Digest	102
6	Consumer Reports	0
	Total	**4,917**

% Chg. Ad Pages

1984 vs. 1983		%
1	Consumers Digest	9.2
2	Money	6.0
3	Changing Times	4.5
4	Success!	0.2
5	Consumer Reports	n/a
6	Barron's	−3.9

Net Chg. Ad Pages

1984 vs. 1983

1	Money	86
2	Changing Times	23
3	Consumers Digest	9
4	Success!	1
5	Consumer Reports	n/a
6	Barron's	−96
	Total	**23**

Avg. Ad Pages/Copy

1	Money	126
2	Changing Times	45
3	Barron's	44
4	Success!	34
5	Consumers Digest	17
6	Consumer Reports	ne

Ad Revenue

		$000
1	Money	56,953
2	Barron's	20,998
3	Changing Times	12,802
4	Success!	2,011
5	Consumers Digest	1,411
6	Consumer Reports	0
	Total	**94,175**

% Chg. Ad Revenue

1984 vs. 1983		%
1	Consumers Digest	46.6
2	Money	35.1
3	Success!	14.9
4	Changing Times	10.8
5	Barron's	0.8
6	Consumer Reports	n/a

Net Chg. Ad Revenue

1984 vs. 1983		$000
1	Money	14,806
2	Changing Times	1,246
3	Consumers Digest	449
4	Success!	261
5	Barron's	166
6	Consumer Reports	n/a
	Total	**16,928**

Avg. Edit. Pgs./Copy

1	Consumer Reports	83
2	Changing Times	56
3	Success!	41
4	Barron's	ne
5	Consumers Digest	ne
6	Money	ne

Average Circulation

1	Consumer Reports	3,143,922
2	Money	1,493,695
3	Changing Times	1,400,571
4	Consumers Digest	1,011,329
5	Success!	293,409
6	Barron's	280,138
	Total	**7,623,064**

% Chg. Avg. Circ.

1984 vs. 1983		%
1	Success!	16.6
2	Money	12.7
3	Consumers Digest	12.0
4	Consumer Reports	8.4
5	Changing Times	−2.0
6	Barron's	−5.8

Net Chg. Avg. Circ.

1984 vs. 1983

1	Consumer Reports	243,922
2	Money	168,144
3	Consumers Digest	108,320
4	Success!	41,726
5	Barron's	−17,239
6	Changing Times	−28,088
	Total	**516,785**

Avg. Total Pgs./Copy

ad pages + edit. pages

1	Changing Times	101
2	Consumer Reports	83
3	Success!	75
4	Barron's	ne
5	Consumers Digest	ne
6	Money	ne

n/a = not applicable
ne = not estimated

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Source SMRB 1984

Figures are Folio estimates for the calendar year 1984.

PERSONAL FINANCE & MANAGEMENT

Continued

Total Revenue

	ad rev. + circ. rev.	$000
1	Money	96,100
2	Consumer Reports	46,832
3	Barron's	40,229
4	Changing Times	28,377
5	Consumers Digest	10,865
6	Success!	5,448
	Total	**227,851**

% Chg. Total Revenue

	1984 vs. 1983	%
1	Money	29.5
2	Consumers Digest	19.2
3	Success!	19.1
4	Consumer Reports	14.5
5	Changing Times	3.6
6	Barron's	2.0

Subscription Revenue

		$000
1	Consumer Reports	43,380
2	Money	30,208
3	Changing Times	14,870
4	Barron's	10,616
5	Consumers Digest	9,381
6	Success!	2,754
	Total	**111,209**

% Chg. Sub. Revenue

	1984 vs. 1983	%
1	Success!	21.7
2	Money	21.6
3	Consumers Digest	15.0
4	Consumer Reports	10.7
5	Barron's	3.4
6	Changing Times	– 1.5

Avg. Subscrip. Circ.

1	Consumer Reports	2,991,714
2	Changing Times	1,366,979
3	Money	1,204,957
4	Consumers Digest	1,005,195
5	Success!	258,478
6	Barron's	171,777
	Total	**6,999,100**

% Chg. Avg. Sub. Circ.

	1984 vs. 1983	%
1	Success!	17.2
2	Money	13.8
3	Consumers Digest	11.3
4	Consumer Reports	6.8
5	Changing Times	– 1.8
6	Barron's	– 5.9

Net Chg. Avg. Sub. Circ.

	1984 vs. 1983	
1	Consumer Reports	191,714
2	Money	145,932
3	Consumers Digest	102,186
4	Success!	37,967
5	Barron's	– 10,842
6	Changing Times	– 24,962
	Total	**441,995**

Newsstand Revenue

		$000
1	Money	8,939
2	Barron's	8,615
3	Consumer Reports	3,452
4	Changing Times	705
5	Success!	683
6	Consumers Digest	74
	Total	**22,468**

Avg. Newsstand Circ.

1	Money	288,738
2	Consumer Reports	152,208
3	Barron's	108,362
4	Success!	34,931
5	Changing Times	33,592
6	Consumers Digest	6,134
	Total	**623,965**

% Chg. Avg. News. Circ.

	1984 vs. 1983	%
1	Consumer Reports	52.2
2	Success!	12.1
3	Money	8.3
4	Consumers Digest	ne
5	Barron's	– 5.6
6	Changing Times	– 8.5

Net Chg. Avg. News. Circ.

	1984 vs. 1983	
1	Consumer Reports	52,208
2	Money	22,212
3	Consumers Digest	6,134
4	Success!	3,759
5	Changing Times	– 3,126
6	Barron's	– 6,398
	Total	**74,789**

% Chg. News. Revenue

	1984 vs. 1983	%
1	Consumer Reports	102.5
2	Money	24.2
3	Success!	21.8
4	Barron's	3.1
5	Consumers Digest	ne
6	Changing Times	– 4.2

▶

n/a = not applicable
ne = not estimated

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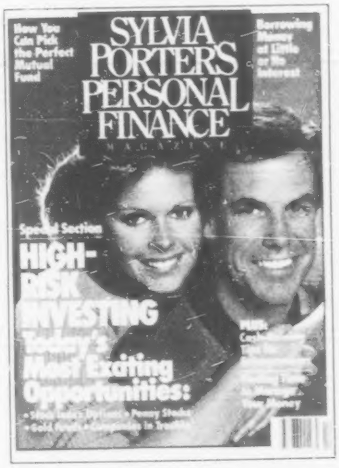
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Figures are FOLIO estimates for the calendar year 1984.

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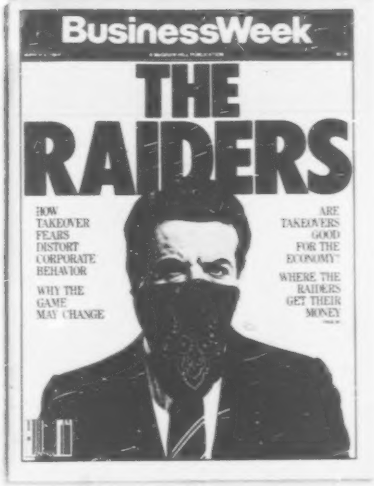


BusinessWeek

THE RAIDERS

HOW TAKEOVER FEARS DISTORT CORPORATE BEHAVIOR

WHY THE GAME MAY CHANGE

ARE TAKEOVERS GOOD FOR THE ECONOMY?

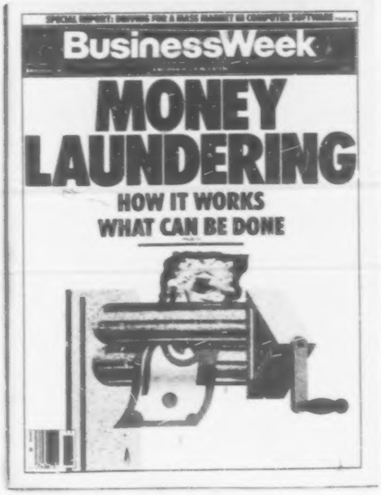
WHERE THE RAIDERS GET THEIR MONEY

BusinessWeek

THE NEW CORPORATE ELITE

The organization man is dead. He thrived when smokestack America thrived. When airlines, banks, and telephones were highly regulated. When Japan built shoddy cars. When computers were huge and an apple was something you ate. Today, we are in an era of innovation and entrepreneurs—in everything from high tech to financial services. And so a new business elite has emerged. Who are they?

Some you know. Others may surprise you…

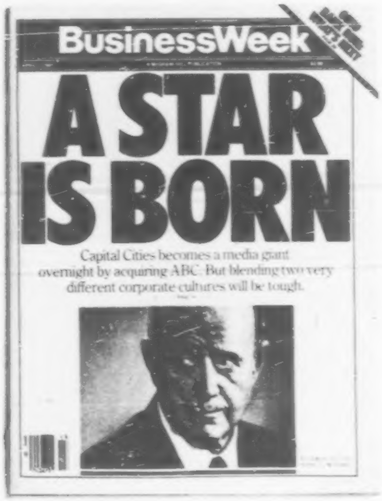


BusinessWeek

MONEY LAUNDERING

HOW IT WORKS

WHAT CAN BE DONE



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PERSONAL FINANCE & MANAGEMENT

Continued

Barron's

National Business and Financial Weekly

Dow Jones & Co.
420 Lexington Avenue
New York, NY 10170
(212) 808-7220
Year founded: 1921
Published: Weekly

Publisher: Robert Bleiberg
Advertising Director: Walter Dietzer

Editorial Description: Barron's contains in-depth analyses of how the capital markets will impact on the future of business and government. Its columns and features are designed to help readers make decisions regarding the deployment of business and personal capital. Articles point out industrial developments and investment opportunities affecting the businessman, the money manager, the investor, the advocate, and the consumer. Each issue contains corporate evaluations, financial columns, and a complete listing of economic indicators and market results.

Member: ABC

Primary SRDS Classification No. 8

Changing Times

The Kiplinger Washington Editors, Inc.
220 East 42nd Street, Suite 3010
New York, NY 10017
(212) 599-0454
Year founded: 1947
Published: Monthly

Publisher: Nicholas H. Niles
Advertising Director: John T. Abbott
Other key contacts: Peter Van Leight, Marketing Director

Editorial Description: Changing Times provides practical information about ways to maximize current assets and anticipate opportunities in an increasingly complex world. Changing Times features updates on new and existing products and services and provides information on investments, insurance, taxes, home ownership, recreation, education, automobiles, health care and career and retirement planning. Regular editorial departments cover the economic outlook, jobs, travel and recreation, books, home improvement and maintenance, things to write for and answers to readers' questions.

Member: ABC

Primary SRDS Classification No. 22

Consumer Reports

Consumers Union
256 Washington Street
Mount Vernon, NY 10553
(914) 667-9400
Year founded: 1936
Published: Monthly

Publisher: Rhoda H. Karpatkin

Consumers Digest

Consumers Digest, Inc.
5705 North Lincoln Avenue
Chicago, IL 60659
(312) 275-3590
Year founded: 1959
Published: Bimonthly

Publisher: Arthur Weber
Advertising Director: Tom W. Carr

Editorial Description: Consumers Digest is edited for consumers who are seeking detailed and specific advice, evaluations, and recommendations on products and services which they plan to buy in the near future. Articles, regular departments, and intensive special studies are designed to help consumers find maximum value when they make purchases in such areas as: automobiles, electronic equipment, household products, food, alcoholic beverages, career planning, home ownership, recreation, money management, travel and others.

Member: ABC

Primary SRDS Classification No. 22

Money

Time Inc.
Time & Life Building
Rockefeller Center
New York, NY 10020
(212) JU6-1212
Year founded: 1972
Published: Monthly

Publisher: William M. Kelly, Jr.
Advertising Director: Charles Rubens II

Editorial Description: Money is America's magazine of personal finance. Each issue tackles subjects that concern affluent men and women most today: gaining maximum return on investments, increasing earning power, saving wisely, obtaining quality and values in key purchases.

Member: ABC

Primary SRDS Classification No. 22

SUCCESS!

The Magazine for Achievers

Success Magazine Company
342 Madison Avenue
New York, NY 10173
(212) 503-0700
Year founded: 1954
Published: Monthly

Publisher: Charles Bullock
Advertising Director: Barbara Marks
Other key contacts: Robert C. Hanna, National Sales Director

Editorial Description: SUCCESS! is a magazine designed to stimulate, encourage and challenge those who seek continuous achievement in their business and personal lives. Each issue applies to attaining personal goals, entrepreneurial activities and management of business affairs.

Member: ABC

Primary SRDS Classification No. 22

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The new CBS Magazine Network

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Figures are FOLIO estimates for the calendar year 1984.

Science & Nature

Market Highlights

CIRCULATION:

THE BIG STORY—WHAT DIDN'T HAPPEN

Seven of 10 titles boost overall circulation. Two titles reporting double-digit newsstand declines in last year's FOLIO:400—*Psychology Today* and *Scientific American*—even patch these holes, ranking third and fourth in newsstand gains this year. *National Wildlife* scores the biggest overall circulation increase, 8.8% versus 1983. *Audubon* repeats last year's number one growth performance at the newsstand, and *Omni* again comes in number one in sub gains.

AD PAGES:

GOOD NEWS/BAD NEWS

Although half the titles lose ad pages, the market as a whole nets 70 more than in 1983. *Scientific American* and *Psychology Today*, the only two books to lose pages in 1983, rank second and fourth in page gains this year. Biggest book in the category, at 1,122 pages, *Spectrum* leads all in ad page gains at 12.5%, squeaking ahead of *SA*, which posts a 12.1% increase.

REVENUE:

COFFERS SWELL DESPITE PAGE DRAINS

Whatever the ad-page story, all but two books lift their ad revenues, led by *Spectrum* at 25.6% and *Natural History*, 22.8%. *Spectrum* and *NH* also take the top spots in total revenue increases, 22.5% and 17% respectively. *Omni*'s sub circulation gains produced a number one sub revenue increase, up 31.8% versus 1983.

OMNI

JUNE 1985 $2.50

SPECIAL EDITION: **JAPAN 2000**

53 SCIENCE & NATURE
Market Analysis

THE WORLD'S MOST WIDELY READ CONSUMER SCIENCE MAGAZINE

SCIENCE & NATURE

Ad Pages

1	Spectrum	1,122
2	Scientific American	840
3	Omni	818
4	Natural History	510
5	Discover	434
6	Science 84	384
7	Science Digest	379
8	Psychology Today	321
9	Audubon	175
10	National Wildlife	0
	Total	4,983

% Chg. Ad Pages

1984 vs. 1983

		%
1	Spectrum	12.5
2	Scientific American	12.1
3	Natural History	8.7
4	Psychology Today	4.3
5	National Wildlife	n/a
6	Omni	-0.4
7	Science 84	-7.5
8	Science Digest	-11.4
9	Discover	-14.5
10	Audubon	-19.4

Net Chg. Ad Pages

1984 vs. 1983

1	Spectrum	124
2	Scientific American	91
3	Natural History	41
4	Psychology Today	13
5	National Wildlife	n/a
6	Omni	-3
7	Science 84	-31
8	Audubon	-42
9	Science Digest	-49
10	Discover	-74
	Total	70

Avg. Ad Pages/Copy

1	Spectrum	94
2	Scientific American	70
3	Omni	68
4	Natural History	43
5	Science 84	38
6	Discover	36
7	Science Digest	32
8	Audubon	29
9	Psychology Today	27
10	National Wildlife	n/a

Ad Revenue

		$000
1	Scientific American	17,136
2	Omni	16,080
3	Discover	10,596
4	Science 84	7,124
5	Spectrum	6,167
6	Psychology Today	5,509
7	Science Digest	4,867
8	Natural History	4,756
9	Audubon	1,500
10	National Wildlife	0
	Total	73,735

% Chg. Ad Revenue

1984 vs. 1983

		%
1	Spectrum	25.6
2	Natural History	22.8
3	Scientific American	17.0
4	Omni	10.4
5	Science 84	3.5
6	Psychology Today	0.9
7	Science Digest	0.1
8	National Wildlife	n/a
9	Audubon	-1.3
10	Discover	-10.4

Net Chg. Ad Revenue

1984 vs. 1983

		$000
1	Omni	1,516
2	Natural History	883
3	Psychology Today	47
4	National Wildlife	n/a
5	Audubon	-20
6	Discover	-1,224
7	Science Digest	7
8	Scientific American	2,484
9	Spectrum	1,259
10	Science 84	238
	Total	5,190

Avg. Edit. Pgs./Copy

1	Audubon	125
2	Scientific American	99
3	Spectrum	89
4	Omni	88
5	Science Digest	75
6	Science 84	75
7	Natural History	64
8	Discover	63
9	Psychology Today	57
10	National Wildlife	ne

Average Circulation

1	Discover	983,936
2	Psychology Today	853,625
3	Omni	837,282
4	National Wildlife	810,691
5	Science 84	718,970
6	Scientific American	649,253
7	Science Digest	566,051
8	Natural History	503,457
9	Audubon	379,135
10	Spectrum	245,694
	Total	6,548,094

% Chg. Avg. Circ.

1984 vs. 1983

		%
1	National Wildlife	8.8
2	Discover	7.1
3	Spectrum	6.5
4	Natural History	5.0
5	Science Digest	4.1
6	Omni	2.9
7	Science 84	0.4
8	Audubon	-0.1
9	Scientific American	-2.4
10	Psychology Today	-3.3

Net Chg. Avg. Circ.

1984 vs. 1983

1	National Wildlife	65,691
2	Discover	65,606
3	Natural History	23,837
4	Omni	23,435
5	Science Digest	22,437
6	Spectrum	14,891
7	Science 84	2,588
8	Audubon	-418
9	Scientific American	-16,156
10	Psychology Today	-29,326
	Total	172,585

Avg. Total Pgs./Copy

ad pages + edit. pages

1	Spectrum	183
2	Scientific American	169
3	Omni	156
4	Audubon	154
5	Science 84	113
6	Science Digest	107
7	Natural History	106
8	Discover	99
9	Psychology Today	84
10	National Wildlife	ne

▶

n/a = not applicable
ne = not estimated

MAGAZINE PROFILES

Audubon

The National Audubon Society
950 Third Avenue
New York, NY 10022
(212) 832-3200
Year founded: 1898
Published: Bimonthly

Publisher: Russell W. Peterson
Advertising Director: Orison B. Curpier
Other key contacts: Julian J. Orbon, Advertising Manager; Carmine Branagan, Vice President/Associate Publisher

Editorial Description: Audubon is edited for people interested in nature, conservation, the outdoors and an uncontaminated environment. Articles and photographic essays cover subjects from exploration and despoliation of our natural resources to birds and other wildlife, plant life, and insects.

Member: ABC

Primary SRDS Classification No. 35

DISCOVER

Time Inc.
Time & Life Building
Rockefeller Center
New York, NY 10020
(212) 841-4967
Year founded: 1980
Published: Monthly

Publisher: James B. Hayes
Advertising Director: John E. Jay
Other key contacts: Barbara M. Mrkonic, Associate Publisher

Editorial Description: DISCOVER, The Newsmagazine of Science, reports the important scientific and technological developments that affect our everyday lives. Astronomy to zoology, computers to cosmology, human behavior, medicine and physical fitness—DISCOVER brings science alive in words and graphics tailored to the educated layperson. The quick-close capability affords an editorial timeliness unmatched by any other magazine in the science field. Each issue captures scientific wonders, breakthroughs and personalities with the authority and perception that mark the Time Inc. tradition.

Member: ABC

Primary SRDS Classification No. 43

National Wildlife

National Wildlife Federation
8925 Leesburg Pike
Vienna, VA 22180
(703) 790-4500
Year founded: 1962
Published: Bimonthly

Publisher: James D. Davis

Natural History

The Magazine of Natural Science

American Museum of Natural History
79th Street & Central Park West
New York, NY 10024
(212) 873-1498
Year founded: 1900
Published: Monthly

▶

Figures are Folio estimates for the calendar year 1984.

SCIENCE & NATURE

Continued

Total Revenue

	ad rev. + circ. rev.	$000
1	Omni	37,182
2	Scientific American	33,531
3	Discover	31,240
4	Psychology Today	17,755
5	Science 84	17,232
6	Science Digest	14,274
7	Natural History	13,891
8	National Wildlife	9,120
9	Spectrum	8,089
10	Audubon	7,579
	Total	**189,893**

% Chg. Total Revenue

	1984 vs. 1983	%
1	Spectrum	22.5
2	Natural History	17.0
3	National Wildlife	16.6
4	Scientific American	7.0
5	Science 84	4.0
6	Omni	2.8
7	Discover	2.6
8	Psychology Today	1.2
9	Science Digest	0.5
10	Audubon	-0.3

Subscription Revenue

		$000
1	Discover	17,569
2	Scientific American	12,298
3	Omni	11,243
4	Psychology Today	10,358
5	National Wildlife	9,120
6	Natural History	8,953
7	Science 84	8,381
8	Audubon	5,967
9	Science Digest	4,846
10	Spectrum	1,922
	Total	**90,657**

% Chg. Sub. Revenue

	1984 vs. 1983	%
1	Omni	31.8
2	National Wildlife	16.6
3	Natural History	15.0
4	Science Digest	13.5
5	Spectrum	13.5
6	Discover	13.0
7	Science 84	3.7
8	Psychology Today	1.2
9	Audubon	-0.3
10	Scientific American	-2.4

Avg. Subscrip. Circ.

1	Discover	855,841
2	National Wildlife	810,691
3	Psychology Today	772,940
4	Science 84	632,592
5	Scientific American	512,667
6	Omni	508,665
7	Natural History	497,415
8	Science Digest	376,024
9	Audubon	372,911
10	Spectrum	235,280
	Total	**5,575,026**

% Chg. Avg. Sub. Circ.

	1984 vs. 1983	%
1	Omni	34.6
2	Science Digest	13.1
3	National Wildlife	8.8
4	Discover	8.3
5	Spectrum	6.4
6	Natural History	5.5
7	Audubon	-0.3
8	Science 84	-0.6
9	Scientific American	-3.2
10	Psychology Today	-3.9

Net Chg. Avg. Sub. Circ.

	1984 vs. 1983	
1	Omni	130,666
2	Discover	65,848
3	National Wildlife	65,691
4	Science Digest	43,566
5	Natural History	25,715
6	Spectrum	14,091
7	Audubon	-1,266
8	Science 84	-4,044
9	Scientific American	-16,880
10	Psychology Today	-31,348
	Total	**292,039**

Newsstand Revenue

		$000
1	Omni	9,859
2	Science Digest	4,561
3	Scientific American	4,098
4	Discover	3,074
5	Psychology Today	1,888
6	Science 84	1,728
7	Natural History	181
8	Audubon	112
9	National Wildlife	0
10	Spectrum	0
	Total	**25,501**

Avg. Newsstand Circ.

1	Omni	328,618
2	Science Digest	190,027
3	Scientific American	136,587
4	Discover	128,095
5	Science 84	86,379
6	Psychology Today	80,686
7	Audubon	6,224
8	Natural History	6,042
9	National Wildlife	0
10	Spectrum	0
	Total	**962,658**

% Chg. Avg. News. Circ.

	1984 vs. 1983	%
1	Audubon	15.8
2	Science 84	8.3
3	Psychology Today	2.6
4	Scientific American	0.5
5	National Wildlife	n/a
6	Spectrum	n/a
7	Discover	-0.2
8	Science Digest	-10.0
9	Natural History	-23.7
10	Omni	-24.6

Net Chg. Avg. News. Circ.

	1984 vs. 1983	
1	Science 84	6,632
2	Psychology Today	2,022
3	Audubon	849
4	Scientific American	724
5	National Wildlife	n/a
6	Spectrum	n/a
7	Discover	-243
8	Natural History	-1,879
9	Science Digest	-21,131
10	Omni	-107,231
	Total	**-120,257**

% Chg. News. Revenue

	1984 vs. 1983	%
1	Audubon	15.8
2	Science 84	8.3
3	Psychology Today	2.6
4	Scientific American	0.5
5	National Wildlife	n/a
6	Spectrum	n/a
7	Discover	-0.2
8	Science Digest	-10.0
9	Natural History	-15.3
10	Omni	-24.6

n/a = not applicable
ne = not estimated

MAGAZINE PROFILES

Publisher: L. Thomas Kelly
Advertising Director: Todd Boersma
Other key contacts: Ruth McCrea, Business Manager

Editorial Description: Natural History is a journal of Scientific Research and a showcase for the world's great natural treasures. It provides a record of the on-going human quest to explore, map and understand the planet, its environment, its geography, its geology and that which lives or has ever lived upon it. Regular features include a "Naturalist At Large" column, astronomy column, natural foods column and book reviews.

Member: ABC

Primary SRDS Classification No. 43

Omni

Omni International, Ltd.
1965 Broadway
New York, NY 10023
(212) 496-6100
Year founded: 1977
Published: Monthly
Publisher: Robert Guccione
Advertising Director: Howard Plissner
Other key contacts: Kathy Keeton, President; Linda Newman, Associate Director Advertising; Sharon Scott, New York Advertising Manager

Editorial Description: Omni magazine is designed for well-educated readers who are interested in all aspects of technology and of science, including science fact and fiction. It is the magazine of tomorrow, the magazine that shows readers the kind of future they will be living in. Omni uses the world's best science journalists, artists, photographers and fiction writers to show the future in words and pictures, in interviews, in-depth articles, graphics, illustrations, photographic essays, and stories. The format is about 75% science fact and 25% science fiction.

Member: ABC

Primary SRDS Classification No. 43

Psychology Today

The American Psychological Association
One Park Avenue, Suite 1111
New York, NY 10016
(212) 481-0200
Year founded: 1967
Published: Monthly

Publisher: Joseph Benjamin
Advertising Director: Jerry Firestone

Editorial Description: Psychology Today is a forum for the exchange of new ideas, which deals with business, technology, science and people from the vantage point of human behavior. Longer articles are contained in features; shorter subjects—facts, ideas, opinion, and humor—are covered in the "Crosstalk" section. Special attention is given to the graphic presentation of the subject matter.

Member: ABC

Primary SRDS Classification No. 22

Science Digest

Hearst Magazines
888 Seventh Avenue
New York, NY 10106
(212) 262-7540
Published: Monthly

►

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technology and the individual

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IEEE
SPECTRUM
Reaching Readers Who Create Tomorrow, Today
345 E. 47th St., NY, NY 10017 (212) 705-7760

SCIENCE & NATURE

Continued

Magazine Profiles

Publisher: Woody Katsoff

Editorial Description: Science Digest is published for today's young professionals who are aware of the daily impact of science and technology on their lives and want to be able to understand and control these forces. The magazine is created by top scientists and journalists and is as accessible and easy to read as it is authoritative. Science Digest systematically surveys the field of professional journals and literature and presents the findings in comprehensible monthly digest departments. Major articles by the world's leading experts are devoted to explaining the issues of our times such as acid rain and nuclear defense. Photographs and technical illustrations are also included.

Member: ABC

Primary SRDS Classification No. 43

Science 84

American Association for the Advancement of Science
1101 Vermont Avenue, N.W.
Washington, DC 20005
(202) 842-9500
Year founded: 1979
Published: 10x per year

Publisher: Tod Herbers
Advertising Director: Marjorie Weiss
Other key contacts: Jack Mandable, Associate Publisher

Editorial Description: Science 84 is designed for educated men and women eager to learn more about the complex web of science and technology that shapes our life today. It seeks to unify, de-mystify, and clarify science as it affects our everyday concerns. Every issue offers in-depth feature articles, regular columns, commentaries and concise reports plus photography, maps, graphic charts and illustrations.

Member: ABC

Primary SRDS Classification No. 43

Scientific American

Scientific American, Inc.
415 Madison Avenue
New York, NY 10017
(212) 754-0550
Year founded: 1845
Published: Monthly

Publisher: Jonathan Piel, President and Editor
Advertising Director: John Kirby

Editorial Description: Scientific American is edited for laymen interested in the advancement of knowledge and its impact on society. In text and illustration the magazine reports contemporary work on questions about the larger universe, the earth, biosphere, the processes of life, animal behavior, the human mind and human social organization. The social impact of this work is reflected in articles about technology, medicine and the rational management of human affairs. Regular monthly departments include a news column and a book review section.

Member: BPA

Primary SRDS Classification No. 43

Spectrum

The Institute of Electrical & Electronics Engineers, Inc.
345 East 47th Street
New York, NY 10017
(212) 705-7760
Year founded: 1963
Published: Monthly

Publisher: Donald Christiansen, Editor
Advertising Director: William R. Saunders, Associate Publisher
Other key contacts: Carl Maier, Business Manager; Robert Moran, Marketing Manager

Editorial Description: Spectrum Magazine is edited for the scientific and engineering professional involved in the advancement and understanding of technology and its sociotechnical significance in government, business, industry and education. Features provide insight and pertinent educational information on present developments as well as future trends in the fields of engineering, physics, mathematics, chemistry, medicine/biology and the nuclear sciences.

Member: BPA, SMA

Primary SRDS Classification No. 43

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☐ FLYING ☐ BOATING ☐ AUDIO ☐ POPULAR PHOTOGRAPHY
☐ CYCLE ☐ CAR & DRIVER ☐ STEREO REVIEW ☐ CYCLE WORLD

Figures are FOLIO estimates for the calendar year 1984

Sports

Market Highlights

CIRCULATION:

CIRCS GROW DESPITE NEWSSTAND LOSSES

Newsstand losses are reported by 15 of the 21 books in this market, but only five report dips in overall circulation. Reason: 16 titles boost subscriptions. Overall, the market expands circulation by about 10%. *The Sporting News* and *Bicycling* retain the number one and two positions in total circ gains versus 1983. *Bicycling* also bucks newsstand erosion with a number one gain of 14.3%, and *TSN* posts the only double-digit gain in subscriptions.

AD PAGES:

BOAT BOOKS RIDE WAVE; *SI* TOPS 3,000 PAGES

Nearly half the titles up ad pages by more than 10%, and only two lose business versus year ago. Four of the top five page gainers serve the boat/sail market, with number one *Boating* riding the wave at +18.6%. Eight special interest books dominate the Top 10 gainers, but number nine *Sports Illustrated* carries more than 3,000 pages, far more than any other sports title.

REVENUE:

HEAVY BLACK INK VERSUS 1983

Whatever the jockeying for position in revenue gains, make no mistake, one book occupies the winner's circle in ad revenue ($230.8 million) and total revenue ($343.6 million). The money machine: *Sports Illustrated*. Closest book has ad revenues of $32.9 million and total revenues of $47.9 million. Overall market revenues are very strong versus 1983, with 14 titles posting double-digit gains in total revenue. *Boating* nearly sweeps first place in all four growth measurements, but defers to *SI* in the newsstand dollar growth race.

Where does a 30-year-old achiever get his game plan?

Increasingly, from the people who specialize in active sports marketing: Rodale Press.

We've pooled our special-interest expertise to bring you over 3 million youthful, mostly-male, well-salaried and well-educated readers.

The Rodale Active Sports Network combines four attractive titles with big discounts off our regular rates on:

- *Runner's World*, the world's largest running magazine;
- *Bicycling*, the world's largest biking magazine;
- *Cross Country Skier*, serving the growing winter aerobic sport;
- *Superfit*, our newest title, featuring fitness tips on cross-training.

To reach today's most active, most vital consumer group—the young, upscale American achiever—each title packs extensive product information, need-to-know advice on training and technique, and bold graphic design.

Together, they give you an invigorating mix of topical lifestyle pursuits, delivered with the time-honored know-how of one of America's most successful special-interest publishers.

Looking to reach the sporting lifestyle of active achievers? We've published the winning game plan. For more information, contact Sanford T. Beldon, Group Vice President, 215-967-5171.

RODALE'S
ACTIVE SPORTS
NETWORK

Over 3 million active sports enthusiasts live by it.

CROSS COUNTRY SKIER
METAL-EDGE SKIS
THE BEST FOR THE BACKCOUNTRY
BEND, OREGON
Runner's World
2:07:11
WHAT A WEEKEND!
PLUS
Bicycling
TAKE THE CHALLENGE
SUPERFIT
THE MAGAZINE FOR HIGH PERFORMANCE
Quick Energy
Why you need sugar
Power sports drinks
Your ideal diet
SMART MILES
Ways not to overtrain
SUPER FABRICS

SPORTS

Ad Pages

1	Sports Illustrated	3,035
2	Yachting	2,059
3	Motor Boating & Sailing	1,872
4	Cruising World	1,744
5	Sail	1,638
6	Boating	1,591
7	Muscle & Fitness	1,280
8	Golf Digest	1,087
9	Tennis	1,035
10	Skiing	986
11	Bicycling	973
12	Ski	888
13	Skin Diver	887
14	Golf Magazine	811
15	Runner's World	622
16	The Sporting News	560
17	World Tennis	532
18	Sport	522
19	Outside	520
20	Bassmaster Magazine	452
21	Inside Sports	295
	Total	**23,389**

% Chg. Ad Pages

1984 vs. 1983		%
1	Boating	18.6
2	Ski	17.6
3	Motor Boating & Sailing	17.1
4	Sail	15.7
5	Yachting	14.4
6	Sport	14.2
7	Tennis	12.1
8	Skiing	11.7
9	Sports Illustrated	10.0
10	Golf Magazine	8.4
11	Bassmaster Magazine	8.1
12	Outside	8.1
13	Bicycling	5.7
14	Runner's World	4.9
15	Cruising World	3.4
16	Golf Digest	2.7
17	Skin Diver	1.2
18	Inside Sports	ne
19	Muscle & Fitness	ne
20	World Tennis	– 10.4
21	The Sporting News	– 13.4

Net Chg. Ad Pages

1984 vs. 1983		
1	Sports Illustrated	277
2	Motor Boating & Sailing	273
3	Yachting	259
4	Boating	249
5	Sail	223
6	Ski	133
7	Tennis	111
8	Skiing	103
9	Sport	65
10	Golf Magazine	63
11	Cruising World	57
12	Bicycling	53
13	Outside	39
14	Bassmaster Magazine	34
15	Runner's World	29
16	Golf Digest	28
17	Skin Diver	11
18	Inside Sports	ne
19	Muscle & Fitness	ne
20	World Tennis	– 62
21	The Sporting News	– 86
	Total	**1,858**

Avg. Ad Pages/Copy

1	Yachting	172
2	Motor Boating & Sailing	156
3	Cruising World	145
4	Skiing	141
5	Sail	136
6	Boating	133
7	Ski	111
8	Bicycling	108
9	Muscle & Fitness	107
10	Golf Digest	91
11	Tennis	86
12	Skin Diver	74
13	Golf Magazine	68
14	Bassmaster Magazine	57
15	Sports Illustrated	56
16	Runner's World	48
17	Outside	47
18	World Tennis	44
19	Sport	43
20	Inside Sports	25
21	The Sporting News	11

►

ne = not estimated

MAGAZINE PROFILES

Bassmaster Magazine

B.A.S.S. Publications
One Bell Road
Montgomery, AL 36141
(205) 272-9530
Year founded: 1967
Published: 8x per year

Publisher: Ray Scott
Advertising Director: Mike Harris
Other key contacts: Helen Sevier, Associate Publisher

Editorial Description: Bassmaster Magazine is edited for expert or beginner fresh water bass fishermen. Illustrated articles cover tactics and tackle for locating and catching largemouth, smallmouth, and spotted bass in man-made reservoirs, natural lakes or streams. Emphasis is on "how-to" with advice from professional anglers on the Bass Tournament Trail. Special issues feature coverage on bass boats, motors, accessories. Bass Masters Classic world finals, and an annual forecast of bass fishing "hot spots" with detailed where-to and how-to. Bass Club activities, conservation alerts, bass research, tournament reports, and a Tackle Report with expert's advice on new products are regular features.

Member: ABC, MPA

Primary SRDS Classification No. 19

Bicycling

Rodale Press, Inc.
33 East Minor Street
Emmaus, PA 18049
(215) 967-5171
Year founded: 1979
Published: 9x per year

Publisher: James C. McCullagh
Advertising Director: David McCafee

Editorial Description: Bicycling features bicycle adventures, bike racing, family bicycle trips, vacations, surveys of technical problems, equipment review, health articles, bicycle commuting, bikeway news, history. Articles encourage the reader to ride a bicycle, or to take a particular trip, or to adapt to a new method of bicycle travel.

Member: ABC

Primary SRDS Classification No. 45

Boating

CBS Magazines
One Park Avenue
New York, NY 10016
(212) 503-3985
Year founded: 1956
Published: Monthly

Publisher: J. Samuel Huey
Advertising Director: Robert E. Berg

Editorial Description: Boating is edited for the informed powerboat enthusiast, saltwater or freshwater, who owns a boat or is about to buy one. It features information on power boats, marine engines, outboard motors, marine electronics, accessories, seamanship, boat-buying, financing and maintenance. Other feature topics include sportfishing, long range and sport cruising, and powerboat racing. Each issue features a Boat Test, an analysis of current model powerboats, electronics and engine information, and a section on new gear. Boating provides comprehensive periodic guides to products for boatmen, offers commentary on various marine problems, features articles on inland and coastal cruising areas and the waterfront lifestyle.

Member: ABC

Primary SRDS Classification No. 6

Cruising World

Cruising World Publications, Inc.
524 Thames Street
Newport, RI 02840
(401) 847-1588
Year founded: 1974
Published: Monthly

Publisher: Murray L. Davis
Advertising Director: William Roche
Other key contacts: Donald Thompson, Director of Sales; Margo Waite, General Manager; Ted Ritter, Advertising/Marketing Manager

Editorial Description: Cruising World is edited for those who enjoy cruising under sail and for those interested in acquiring new skills enabling them to navigate and sail safely in coastal waters, on lakes and across oceans. About half the articles involve information and "how to" aimed at helping an owner maintain and enjoy his sailboat. The other half reflects reader experiences, sailing with family, friends, and sometimes alone. Seamanship, safety, and our relationship with the environment are regular subjects.

Member: ABC
Primary SRDS Classification No. 6

Golf Digest

Golf Digest/Tennis, Inc.
495 Westport Avenue
P.O. Box 5350
Norwalk, CT 06856
(203) 847-5811
Year founded: 1950
Published: Monthly

Publisher: Jay FitzGerald
Advertising Director: Win Stevens
Other key contacts: Craig Russell, New York Sales Manager; Bill Congdon, Marketing Manager

Editorial Description: Golf Digest is edited for golfers, from beginners to low handicap players. Each issue contains a number of instruction articles authored by teaching and playing professionals, covering various things from fundamentals to fine points of the game. Other articles deal with the personalities and accomplishments of tournament players and other golf figures; previews and results of tournaments; money standings; club administration and activities; equipment and lore of the game. Regular departments deal with: places to play; spectacular holes; golf fashions; junior golf; senior golf; golf books; and

►

Figures are Folio estimates for the calendar year 1984

SPORTS

Continued

Ad Revenue

		$000
1	Sports Illustrated	230,766
2	Golf Digest	32,923
3	Golf Magazine	16,525
4	Tennis	14,974
5	Ski	12,190
6	Skiing	11,801
7	Boating	11,161
8	Sport	10,536
9	Sail	10,308
10	Yachting	9,527
11	The Sporting News	7,619
12	Motor Boating & Sailing	7,174
13	World Tennis	6,622
14	Runner's World	6,404
15	Bicycling	6,065
16	Skin Diver	5,917
17	Bassmaster Magazine	4,650
18	Cruising World	4,500
19	Outside	3,712
20	Muscle & Fitness	2,100
21	Inside Sports	1,094
	Total	**416,568**

% Chg. Ad Revenue

1984 vs. 1983

		%
1	Boating	30.4
2	Bicycling	26.2
3	Sports Illustrated	26.1
4	Tennis	25.6
5	Cruising World	25.5
6	Runner's World	25.0
7	Sail	23.3
8	Sport	22.3
9	Yachting	20.5
10	Golf Magazine	19.7
11	Ski	16.2
12	Golf Digest	16.1
13	Motor Boating & Sailing	13.9
14	Bassmaster Magazine	13.2
15	Skin Diver	9.7
16	Outside	7.7
17	Skiing	7.4
18	The Sporting News	3.6
19	Inside Sports	ne
20	Muscle & Fitness	ne
21	World Tennis	−0.3

Net Chg. Ad Revenue

1984 vs. 1983

		$000
1	Sports Illustrated	47,761
2	Golf Digest	4,555
3	Tennis	3,056
4	Golf Magazine	2,715
5	Boating	2,602
6	Sail	1,947
7	Sport	1,919
8	Ski	1,696
9	Yachting	1,621
10	Runner's World	1,279
11	Bicycling	1,260
12	Cruising World	915
13	Motor Boating & Sailing	874
14	Skiing	813
15	Bassmaster Magazine	541
16	Skin Diver	525
17	Outside	264
18	The Sporting News	267
19	Inside Sports	ne
20	Muscle & Fitness	ne
21	World Tennis	−20
	Total	**74,590**

Avg. Edit. Pgs./Copy

1	Muscle & Fitness	117
2	Ski	93
3	Cruising World	92
4	Bicycling	86
5	Golf Digest	84
6	Sail	84
7	Skiing	82
8	Runner's World	80
9	Yachting	80
10	Inside Sports	70
11	Motor Boating & Sailing	70
12	Tennis	70
13	Boating	68
14	Golf Magazine	66
15	Bassmaster Magazine	64
16	Outside	64
17	Sports Illustrated	64
18	Skin Diver	60
19	World Tennis	58
20	Sport	48
21	The Sporting News	46

Average Circulation

1	Sports Illustrated	2,568,678
2	Golf Digest	1,211,794
3	Sport	928,705
4	Golf Magazine	786,438
5	The Sporting News	664,912
6	Tennis	504,638
7	Skiing	432,898
8	Ski	421,607
9	Muscle & Fitness	420,071
10	Bassmaster Magazine	405,855
11	World Tennis	385,955
12	Runner's World	346,658
13	Inside Sports	287,487
14	Bicycling	251,499
15	Outside	220,630
16	Skin Diver	201,237
17	Boating	191,499
18	Sail	171,600
19	Yachting	144,957
20	Motor Boating & Sailing	141,742
21	Cruising World	115,390
	Total	**10,904,250**

% Chg. Avg. Circ.

1984 vs. 1983

		%
1	The Sporting News	13.5
2	Bicycling	8.5
3	Sports Illustrated	7.8
4	Golf Digest	5.0
5	Golf Magazine	4.0
6	Boating	2.9
7	Outside	2.6
8	Cruising World	2.2
9	Skin Diver	2.2
10	Bassmaster Magazine	2.1
11	Skiing	1.1
12	Tennis	0.5
13	Ski	0.1
14	Inside Sports	ne
15	Muscle & Fitness	ne
16	World Tennis	0.0
17	Motor Boating & Sailing	−0.2
18	Sport	−0.7
19	Sail	−1.8
20	Yachting	−4.0
21	Runner's World	−9.2

Net Chg. Avg. Circ.

1984 vs. 1983

1	Sports Illustrated	192,531
2	The Sporting News	78,873
3	Golf Digest	58,179
4	Golf Magazine	29,938
5	Bicycling	19,738
6	Bassmaster Magazine	8,488
7	Outside	5,558
8	Boating	5,428
9	Skiing	4,724
10	Skin Diver	4,331
11	Tennis	2,638
12	Cruising World	2,439
13	Ski	575
14	World Tennis	171
15	Inside Sports	ne
16	Muscle & Fitness	ne
17	Motor Boating & Sailing	−352
18	Sail	−3,188
19	Yachting	−6,037
20	Sport	−6,752
21	Runner's World	−35,160
	Total	**362,122**

Avg. Total Pgs./Copy

ad pages + edit. pages

1	Yachting	252
2	Cruising World	238
3	Motor Boating & Sailing	226
4	Muscle & Fitness	223
5	Skiing	223
6	Sail	220
7	Ski	204
8	Boating	200
9	Bicycling	194
10	Golf Digest	174
11	Tennis	156
12	Skin Diver	134
13	Golf Magazine	133
14	Runner's World	127
15	Bassmaster Magazine	120
16	Sports Illustrated	120
17	Outside	111
18	World Tennis	103
19	Inside Sports	95
20	Sport	92
21	The Sporting News	57

ne = not estimated

MAGAZINE PROFILES

golf on television.

Member: ABC, MPA

Primary SRDS Classification No. 45

Golf Magazine

Times Mirror Magazines, Inc.
380 Madison Avenue
New York, NY 10017
(212) 687-3000
Year founded: 1959
Published: Monthly

Publisher: Arnold Thiesfeldt
Advertising Director: A. Potter Crolius
Other key contacts: Ronald D. Riemer, Advertising Director, Golf Equipment

Editorial Description: Golf Magazine is edited for the serious golfer, expert and beginner alike. Approximately 33% of the total is devoted to instruction, with staff written material as well as contributions from the game's most skilled players. Regular monthly departments include "What's inside" by George Peper, "Head-to-Head," "Ask The Pros," "Hotline," "Champs Clinic" and "Pro Pointers" by teaching professionals. In addition, articles on golf resorts, travel opportunities, fairway fashions, profiles of the game's leading personalities, previews of major tournaments, book reviews, humor, commentary make up the balance.

Member: ABC

Primary SRDS Classification No. 45

INSIDE SPORTS

Inside Sports, Inc.
1020 Church Street
Evanston, IL 60201
(312) 491-6440
Year founded: 1980
Published: Monthly

Publisher: Norman Jacobs
Advertising Director: Jerry L. Croft

Editorial Description: INSIDE SPORTS goes in-depth and behind the scenes to explore the world of sports, athletes and sports personalities. Special emphasis is placed on the major sports—baseball, football, basketball, hockey, boxing, tennis and golf—and on key events, from Wimbledon to the Kentucky Derby to the Indy 500. I.S. offers a mix of serious and humorous profiles of athletes, teams and sports executives . . . investigative reports . . . plus previews and reviews of big events and league races. Regular columns cover gambling, style, food, sports medicine, money and the media . . . and page of "creative statistics" to help fans to better judge the seasonal performances of players and teams alike.

Member: ABC
Primary SRDS Classification No. 45

Figures are Folio estimates for the calendar year 1984.

SPORTS

Continued

Total Revenue

ad rev. + circ. rev.

		$000
1	Sports Illustrated	343,619
2	Golf Digest	47,935
3	The Sporting News	32,605
4	Golf Magazine	25,650
5	Sport	22,115
6	Tennis	19,731
7	Muscle & Fitness	17,732
8	Ski	15,820
9	Skiing	15,519
10	Boating	14,865
11	Runner's World	14,697
12	Sail	14,511
13	Yachting	12,733
14	World Tennis	10,216
15	Bicycling	9,823
16	Motor Boating & Sailing	9,340
17	Bassmaster Magazine	8,792
18	Skin Diver	7,885
19	Cruising World	7,017
20	Outside	6,999
21	Inside Sports	6,574
	Total	**664,178**

% Chg. Total Revenue

1984 vs. 1983

		%
1	Boating	27.0
2	Sports Illustrated	22.8
3	Bicycling	19.5
4	Tennis	17.9
5	Yachting	16.1
6	Sail	15.8
7	Cruising World	15.5
8	Runner's World	15.5
9	Golf Digest	14.6
10	Golf Magazine	13.5
11	Motor Boating & Sailing	13.3
12	Ski	12.8
13	The Sporting News	10.7
14	Sport	10.6
15	Outside	8.2
16	Skin Diver	7.7
17	Bassmaster Magazine	7.2
18	Skiing	5.9
19	Inside Sports	ne
20	Muscle & Fitness	ne
21	World Tennis	−0.2

Subscription Revenue

		$000
1	Sports Illustrated	100,940
2	The Sporting News	19,740
3	Golf Digest	12,823
4	Sport	7,996
5	Golf Magazine	7,260
6	Runner's World	4,316
7	Bassmaster Magazine	3,920
8	Tennis	3,808
9	World Tennis	3,013
10	Skiing	2,635
11	Ski	2,548
12	Sail	2,423
13	Inside Sports	2,216
14	Boating	2,179
15	Bicycling	2,156
16	Outside	1,959
17	Yachting	1,823
18	Muscle & Fitness	1,528
19	Cruising World	1,474
20	Motor Boating & Sailing	1,302
21	Skin Diver	1,264
	Total	**187,323**

% Chg. Sub. Revenue

1984 vs. 1983

		%
1	Boating	22.5
2	Motor Boating & Sailing	22.5
3	The Sporting News	17.9
4	Sports Illustrated	15.7
5	Golf Digest	12.3
6	Outside	8.1
7	Runner's World	7.6
8	Bicycling	6.8
9	Cruising World	4.4
10	Sport	4.3
11	Bassmaster Magazine	3.9
12	Yachting	3.5
13	Golf Magazine	3.1
14	Skiing	2.3
15	Skin Diver	1.8
16	Ski	1.7
17	World Tennis	0.8
18	Inside Sports	ne
19	Muscle & Fitness	ne
20	Tennis	−0.2
21	Sail	−0.4

▶

ne = not estimated

MAGAZINE PROFILES

Motor Boating & Sailing

Hearst Magazines
224 West 57th Street
New York, NY 10019
(212) 262-5700
Year founded: 1907
Published: Monthly

Publisher: Robert J. O'Connor
Advertising Director: David B. Fales

Editorial Description: Motor Boating & Sailing is edited for owners of larger powerboats and sailboats. The magazine's editorial content is aimed at helping readers get more enjoyment out of boats and boating by providing information about the sport as well as entertainment, practical and lifestyle instruction. News of people, places, products, events, and technological developments and trends are reported regularly. Articles deal with cruising aboard both power and sailboats. Sailing, sportfishing, water sports, safety, maintenance, and marine technology. Regular departments deal with sportfishing, seamanship, electronics, engines, boat maintenance, cooking and entertaining aboard.

Member: ABC

Primary SRDS Classification No. 6

Muscle & Fitness

I. Brute Enterprises, Inc.
21100 Erwin Street
Woodland Hills, CA 91367
(818) 884-6800
Year founded: 1937
Published: Monthly

Publisher: Joe Weider
Advertising Director: Gregg Loria

Other key contacts: Warren Wanderer, National Advertising Director; Tim Hamill, Midwestern Advertising Manager

▶

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The Advertising Might of USA TODAY

THE NATION'S NEWSPAPER
USA TODAY
VIA SATELLITE

It works every day!

Figures are Folio estimates for the calendar year 1984.

SPORTS

Continued

Avg. Subscrip. Circ.

1	Sports Illustrated	2,558,371
2	Golf Digest	1,117,283
3	Sport	779,427
4	Golf Magazine	703,752
5	The Sporting News	607,272
6	Tennis	460,187
7	Bassmaster Magazine	391,952
8	World Tennis	358,280
9	Ski	344,361
10	Skiing	340,307
11	Runner's World	232,095
12	Skin Diver	171,893
13	Bicycling	166,754
14	Outside	158,704
15	Inside Sports	151,495
16	Boating	143,582
17	Sail	112,253
18	Motor Boating & Sailing	108,560
19	Yachting	96,870
20	Cruising World	82,728
21	Muscle & Fitness	52,776
	Total	**9,138,902**

% Chg. Avg. Sub. Circ.

1984 vs. 1983

		%
1	The Sporting News	17.4
2	Outside	8.6
3	Sports Illustrated	7.7
4	Boating	6.0
5	Golf Digest	6.0
6	Bicycling	5.8
7	Golf Magazine	4.6
8	Cruising World	4.4
9	Bassmaster Magazine	3.9
10	Skin Diver	2.3
11	Ski	2.1
12	Skiing	1.7
13	Tennis	1.4
14	Sport	1.3
15	World Tennis	0.4
16	Motor Boating & Sailing	0.3
17	Inside Sports	ne
18	Muscle & Fitness	ne
19	Yachting	– 1.0
20	Sail	– 3.9
21	Runner's World	– 7.8

Net Chg. Avg. Sub. Circ.

1984 vs. 1983

1	Sports Illustrated	183,017
2	The Sporting News	89,918
3	Golf Digest	62,836
4	Golf Magazine	31,177
5	Bassmaster Magazine	14,638
6	Outside	12,564
7	Sport	10,371
8	Bicycling	9,128
9	Boating	8,072
10	Ski	7,073
11	Tennis	6,146
12	Skiing	5,664
13	Skin Diver	3,794
14	Cruising World	3,478
15	World Tennis	1,562
16	Motor Boating & Sailing	294
17	Inside Sports	ne
18	Muscle & Fitness	ne
19	Yachting	– 1,026
20	Sail	– 4,506
21	Runner's World	– 19,706
	Total	**424,494**

Newsstand Revenue

		$000
1	Muscle & Fitness	14,104
2	Sports Illustrated	11,913
3	The Sporting News	5,245
4	Runner's World	3,976
5	Sport	3,583
6	Inside Sports	3,264
7	Golf Digest	2,189
8	Golf Magazine	1,865
9	Sail	1,780
10	Bicycling	1,602
11	Boating	1,524
12	Yachting	1,383
13	Outside	1,328
14	Skiing	1,082
15	Ski	1,061
16	Cruising World	1,043
17	Tennis	949
18	Motor Boating & Sailing	864
19	Skin Diver	704
20	World Tennis	581
21	Bassmaster Magazine	222
	Total	**60,282**

Avg. Newsstand Circ.

1	Muscle & Fitness	367,295
2	Sport	149,278
3	Inside Sports	135,993
4	Runner's World	114,563
5	Sports Illustrated	110,307
6	Golf Digest	94,511
7	Skiing	92,591
8	Bicycling	84,745
9	Golf Magazine	82,687
10	Ski	77,246
11	Outside	61,926
12	Sail	59,347
13	The Sporting News	57,640
14	Yachting	48,087
15	Boating	47,917
16	Tennis	44,452
17	Motor Boating & Sailing	33,182
18	Cruising World	32,662
19	Skin Diver	29,344
20	World Tennis	27,675
21	Bassmaster Magazine	13,903
	Total	**1,765,351**

% Chg. Avg. News. Circ.

1984 vs. 1983

		%
1	Bicycling	14.3
2	Sports Illustrated	9.4
3	Sail	2.3
4	Skin Diver	1.9
5	Inside Sports	ne
6	Muscle & Fitness	ne
7	Skiing	– 1.0
8	Golf Magazine	– 1.5
9	Motor Boating & Sailing	– 1.9
10	Cruising World	– 3.1
11	Golf Digest	– 4.7
12	World Tennis	– 4.8
13	Boating	– 5.2
14	Tennis	– 7.3
15	Ski	– 7.8
16	Yachting	– 9.4
17	Outside	– 10.2
18	Sport	– 10.3
19	Runner's World	– 11.9
20	The Sporting News	– 16.1
21	Bassmaster Magazine	– 30.7

Net Chg. Avg. News. Circ.

1984 vs. 1983

1	Bicycling	10,610
2	Sports Illustrated	9,514
3	Sail	1,318
4	Skin Diver	536
5	Inside Sports	ne
6	Muscle & Fitness	ne
7	Motor Boating & Sailing	– 646
8	Skiing	– 940
9	Cruising World	– 1,040
10	Golf Magazine	– 1,240
11	World Tennis	– 1,391
12	Boating	– 2,644
13	Tennis	– 3,509
14	Golf Digest	– 4,657
15	Yachting	– 5,011
16	Bassmaster Magazine	– 6,152
17	Ski	– 6,499
18	Outside	– 7,006
19	The Sporting News	– 11,045
20	Runner's World	– 15,454
21	Sport	– 17,123
	Total	**– 62,379**

% Chg. News. Revenue

1984 vs. 1983

		%
1	Sports Illustrated	25.3
2	Bicycling	14.3
3	Boating	11.6
4	Runner's World	10.9
5	Outside	9.8
6	Golf Digest	7.6
7	Golf Magazine	6.5
8	Yachting	6.3
9	Ski	5.4
10	Sail	2.3
11	Skin Diver	1.9
12	Inside Sports	ne
13	Muscle & Fitness	ne
14	Skiing	– 1.0
15	Motor Boating & Sailing	– 1.9
16	The Sporting News	– 2.1
17	Cruising World	– 3.1
18	Sport	– 3.2
19	World Tennis	– 4.7
20	Tennis	– 5.7
21	Bassmaster Magazine	– 30.7

ne = not estimated

MAGAZINE PROFILES

Editorial Description: Muscle & Fitness presents the nation's new consciousness of physical fitness to the serious exercise and athletic training enthusiast. Readers are both men and women—active partcipants in sports and exercise programs, from weight training and bodybuilding to mertial arts and gymnastics. Contains editorial on such subjects as scientific data, especially technical information on sports medicine, space-age nutrition and physiology.

Member: ABC

Primary SRDS Classification No. 45

Outside

Mariah Publications Corporation
1165 North Clark Street
Chicago, IL 60610
(312) 951-0990

Year founded: 1976

Published: 11x per year

Publisher: Lawrence J. Burke

Other key contacts: Anne Clemmer, Associate Publisher; Jack Klobucar, Director of Marketing Communications

Editorial Description: Outside Magazine is edited for the active adult. It is a contemporary lifestyle magazine that features sports, fitness, photography, adventure travel, and portraits of men and women adventurers and sport daredevils. Also regularly reviewed: wildlife, outdoor clothing and product news, destinations/travel options, and environmental and political issues.

Member: ABC

Primary SRDS Classification No. 8B

Runner's World

Rodale Press, Inc.
33 East Minor Street
Emmaus, PA 18049
(215) 967-5171

Year founded: 1966

Published: Monthly

Publisher: Michael Perlis

Advertising Director: Marcia Godelesky

Editorial Description: Runner's World is edited for the mature runner, from those just beginning to discover the joys and benefits of running to veteran runners and marathoners. Features deal with training, medical research, nutrition, personalities, races, adventure runs, and other subjects directly or indirectly related to the runner's enjoyment of the sport. Columns cover feet and shoes, medical advice, training and racing, late-breaking news in the sport, running for beginners, women and over-40 runners.

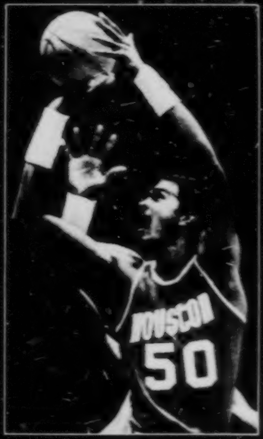
Member: ABC

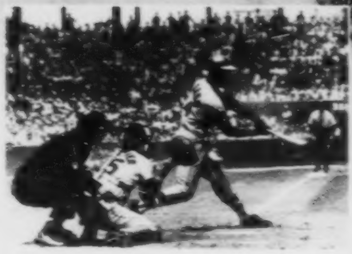
Primary SRDS Classification No. 45

(Continued on page 251)

Figures are FOLIO estimates for the calendar year 1984.

The Best Media Buy in a Hundred Years





For readers *and* advertisers, the centennial issue of *The Sporting News* is the stuff dreams are made of. Your ad will be surrounded by the highlights of 100 years of sports excitement in a special anniversary edition that readers are sure to keep for a long, long time. Special features on the great players of the century, historic photos, and excerpts from the writings of luminaries like Ring Lardner, Westbrook Pegler and Grantland Rice will all be part of it.

Our 100th anniversary issue is guaranteed to be read, saved and reread for years to come. Saddle-stitched, on 36-pound stock, with bleed pages available at no extra charge—it's a timeless memento that's *designed* to be saved.

Reserve now for *The Sporting News' 100th anniversary issue*—March 1986. It's the *opportunity of the century* to reach millions of receptive sports fans!

Each advertiser using ½ page or more will receive 1,000 personalized copies individually mailed to customers, employees, etc.

The Sporting News

There's simply nothing else like it.

A Times Mirror Company Publication

Sunday Magazines

Market Highlights

CIRCULATION:

ALL FOUR BOOKS SCORE GAINS

This category falls under the heading Different Kettle of Fish, even *within* the category. For example, *The New York Times Magazine*'s circulation depends directly on sales of the Sunday *Times*. *Parade* and *Family Weekly* (prior to the Gannett launch of *USA Weekend*) run in different newspapers across the nation. So the sub and newsstand measurements don't really apply to any of these three magazines.

There's also the matter of size. *NYTM* posts a circulation gain of 3%, the best performance among the three Sunday magazines. But . . .

Consider the mega-circulation of *Parade*, 23,691,199, and its gain of 2.3%. That gain alone represents a figure one-third the total circulation of *NYTM*. And *Family Weekly*, a circulation giant in its own right at 12,850,888, lifts its circulation 1.4%. *Los Angeles Times Home Magazine*, FOLIO:400 newcomer, adds an additional 1,331,666 in circulation to the market's total of 39,417,075.

AD PAGES:

NYTM BIGGEST OF THEM ALL

Circulation aside, *The New York Times Magazine* qualifies for giant status when it comes to advertising. It tops the market with its total of 4,736 ad pages. In addition, *NYTM* leads the two mega-mags in ad page gains, up 11.7%. Next in total ad pages is *L.A. Times Home Magazine* with 1,435.

REVENUE:

PARADE TOPS TOTAL REVENUE

Parade's ad revenues top those of page-leader *NYTM*. However, *NYTM*'s 21.8% gain in ad dollars puts it clearly in the number one position. (Note: Since sub and newsstand revenue measurements do not apply to this category, ad revenue and total revenue are one and the same.)

SUNDAY MAGAZINES

Ad Pages

1	New York Times Magazine	4,736
2	L.A. Times Home Magazine	1,435
3	Family Weekly	693
4	Parade	640
	Total	**7,504**

% Chg. Ad Pages

1984 vs. 1983

		%
1	New York Times Magazine	11.7
2	L.A. Times Home Magazine	ne
3	Family Weekly	− 11.2
4	Parade	− 14.0

Net Chg. Ad Pages

1984 vs. 1983

1	New York Times Magazine	496
2	L.A. Times Home Magazine	ne
3	Family Weekly	− 87
4	Parade	− 104
	Total	**305**

Avg. Ad Pages/Copy

1	New York Times Magazine	91
2	L.A. Times Home Magazine	27
3	Family Weekly	13
4	Parade	12

Ad Revenue

		$000
1	Parade	157,346
2	New York Times Magazine	111,036
3	Family Weekly	87,075
4	L.A. Times Home Magazine	20,387
	Total	**375,844**

% Chg. Ad Revenue

1984 vs. 1983

		%
1	New York Times Magazine	21.8
2	L.A. Times Home Magazine	ne
3	Parade	− 8.6
4	Family Weekly	− 10.4

Net Chg. Ad Revenue

1984 vs. 1983

		$000
1	New York Times Magazine	19,855
2	L.A. Times Home Magazine	ne
3	Family Weekly	− 10,160
4	Parade	− 14,869
	Total	**44,884**

Avg. Edit. Pgs./Copy

1	New York Times Magazine	46
2	L.A. Times Home Magazine	22
3	Parade	11
4	Family Weekly	7

Average Circulation

1	Parade	23,691,199
2	Family Weekly	12,850,888
3	New York Times Magazine	1,543,322
4	L.A. Times Home Magazine	1,331,666
	Total	**39,417,075**

% Chg. Avg. Circ.

1984 vs. 1983

		%
1	New York Times Magazine	3.0
2	Parade	2.3
3	Family Weekly	1.4
4	L.A. Times Home Magazine	ne

Net Chg. Avg. Circ.

1984 vs. 1983

1	Parade	522,410
2	Family Weekly	174,967
3	New York Times Magazine	44,449
4	L.A. Times Home Magazine	ne
	Total	**741,826**

Avg. Total Pgs./Copy

ad pages + edit. pages

1	New York Times Magazine	137
2	L.A. Times Home Magazine	49
3	Parade	23
4	Family Weekly	20

Total Revenue

ad rev. + circ. rev.

		$000
1	Parade	157,346
2	New York Times Magazine	111,036
3	Family Weekly	87,075
4	L.A. Times Home Magazine	20,387
	Total	**375,844**

% Chg. Total Revenue

1984 vs. 1983

		%
1	New York Times Magazine	21.8
2	L.A. Times Home Magazine	ne
3	Parade	− 8.6
4	Family Weekly	− 10.4

ne = not estimated

MAGAZINE PROFILES

Family Weekly

(USA WEEKEND as of 9/8/85)

Gannett Company
1515 Broadway
New York, NY 10036
(212) 719-6900
Year founded: 1953
Published: Weekly

Publisher: Patrick M. Linskey, President
Advertising Director: Patricia Haegele

Editorial Description: Family Weekly's editorial material offers range and impact. Whether in newsbreaking stories such as the Castro-Vesco expose or exclusive interviews with well-known entertainers, sports figures and prominent politicians, its content echoes the nation's sense of complexity as well as its identity. Editorial diversity is apparent in essays and articles on heroic individuals, unforgettable deeds, new advances in health and science, political trends, marital relationships and upbeat celebrity profiles. The magazine offers regularly appearing service articles on food, health, parenting, careers, money management and insurance. Its roster of monthly columnists includes Harriet Van Horne on manners, Don Sharp on car care, Gordon Williams on technology, and veterinarian Dr. Lewis Berman on pet care. Periodically, there are special reports on family health, home improvement, sports, and food.

Member: ABC, ANPA, INPA

Primary SRDS Classification No. 38

Los Angeles Times Home Magazine

(Los Angeles Times Magazine as of 10/85)

Los Angeles Times
Times Mirror Square
Los Angeles, CA 90053
(213) 972-3000
Year founded: 1941
Published: Weekly
Publisher: Thomas W. Johnson
Advertising Manager: Peter Delano

Editorial Description: Los Angeles Times Home Magazine is edited for Southern California living . . . with regular features on architecture, interior design and decorating, landscape and gardening, food and entertaining, indoor-outdoor living, women's fashion, local events and happenings in the arts. Each issue has a teen-age column.

Member: ABC
Primary SRDS Classification No. 38

The New York Times Magazine

The New York Times
229 West 43rd Street
New York, NY 10036
(212) 556-1203
Year founded: 1851
Published: Weekly

Publisher: Arthur Ochs Sulzberger
Advertising Director: Lance Primis, Senior Vice President
Other key contacts: Philip Duval, Marketing Director

Editorial Description: The New York Times Magazine editorial is devoted to helping its readers understand a changing world. It contains articles and photographs on a wide range of subjects: foreign affairs, politics, medicine, the arts, science, religion and business. There are features on Fashion, Design, Food, Beauty, Health, Collecting and the New York Times Magazine Puzzles.

Member: ABC
Primary SRDS Classification No. 22

Parade

Parade Publications, Inc.
750 Third Avenue
New York, NY 10017
(212) 573-7000
Year founded: 1941
Published: Weekly
Publisher: Carlo Vittorini
Advertising Director: Anne Holton
Other key contacts: Jay Burzon, Senior Vice President; Milton Lieberman, Senior Vice President, Marketing

Editorial Description: Parade magazine's editorial places an emphasis on special articles by authors and journalists addressing subjects of national interest. The editorial format includes Personality Parade, a question and answer feature about famous people, Intelligence Report, Significa, and Laugh Parade. Parade also offers themed editorial sections including food sections by Julia Child, health sections by Earl Ubell and science sections by Carl Sagan.

Member: ABC
Primary SRDS Classification No. 22

Figures are FOLIO estimates for the calendar year 1984.

Travel
Market Highlights

CIRCULATION:
CIRCS UP: MOST BOOKS RIDE THE WAVE

More people travel, or dream of it, in '84. With growth an average 8% vs. '83, and the addition of *National Geographic Traveler*, this five-book market pushes total average circ to 3,813,180. The travel bug seems to strike at home: Three books have no newsstand circ; in overall circ, the market is 99.6% subs. *Travel & Leisure* leads in actual circ with 949,311, but barely. FOLIO:400 newcomer *National Geographic Traveler* cuts *T&L*'s lead to 12,057 copies. Four of five books grow, led by smallest, *Endless Vacation*, whose sub-only circ climbs 21.2% versus '83.

AD PAGES:
NEW SOURCES ADD TO GOOD YEAR

With the help of *Endless Vacation*, which began taking ads in '84, and newcomer *NGT*, this market boosts its ad pages by 473 for a total of 2,692. *Travel & Leisure* contributes nearly half of the market's ad pages with its first place total of 1,304. Magazines average a gain of 7% over '83, and *T&L* ranks first in that measurement with a 16.9% increase.

REVENUE:
AD + SUB REVENUES MAKE TOTAL SOAR

Sub and ad page gains translate into big revenue gains. Ad revenue, accounting for 43% of total, tops $46 million. *Travel & Leisure* and *Signature* up ad revenue vs. '83 at a double-digit pace. *T&L*'s 25.9% ad hike is number one. Subs contribute $61 million to market, with three of four magazines gaining substantially. *Endless Vacation*'s 33.5% (vs. '83) leap in sub revenue jumps it to number one in total revenue growth (up 35.3%). A distant first in total revenue with $45.7 million, *Travel & Leisure* sees total dollars grow 20.7% vs. '83, placing *T&L* in that measurement's number two slot.

TRAVEL

Continued

Avg. Subscrip. Circ.

1	Travel & Leisure	939,456
2	National Geo. Traveler	937,254
3	Signature	787,697
4	Travel-Holiday	753,295
5	Endless Vacation	379,048
	Total	**3,796,750**

% Chg. Avg. Sub. Circ.

1984 vs. 1983

		%
1	Endless Vacation	21.2
2	Signature	9.4
3	Travel & Leisure	2.4
4	National Geo. Traveler	ne
5	Travel-Holiday	– 0.6

Net Chg. Avg. Sub. Circ.

1984 vs. 1983

1	Signature	67,662
2	Endless Vacation	66,244
3	Travel & Leisure	21,883
4	National Geo. Traveler	ne
5	Travel-Holiday	– 4,549
	Total	**151,240**

Newsstand Revenue

		$000
1	Travel & Leisure	300
2	Travel-Holiday	118
3	Endless Vacation	0
4	National Geo. Traveler	0
5	Signature	0
	Total	**418**

Avg. Newsstand Circ.

1	Travel & Leisure	9,856
2	Travel-Holiday	6,575
3	Endless Vacation	0
4	National Geo. Traveler	0
5	Signature	0
	Total	**16,431**

% Chg. Avg. News. Circ.

1984 vs. 1983

		%
1	Travel-Holiday	5.7
2	Endless Vacation	n/a
3	National Geo. Traveler	n/a
4	Signature	n/a
5	Travel & Leisure	– 20.8

Net Chg. Avg. News. Circ.

1984 vs. 1983

1	Endless Vacation	n/a
2	National Geo. Traveler	n/a
3	Signature	n/a
4	Travel & Leisure	– 2,582
5	Travel-Holiday	– 6,223
	Total	**– 8,805**

% Chg. News. Revenue

1984 vs. 1983

		%
1	Travel-Holiday	5.7
2	Endless Vacation	n/a
3	National Geo. Traveler	n/a
4	Signature	n/a
5	Travel & Leisure	– 19.5

Ad Pages

1	Travel & Leisure	1,304
2	Signature	682
3	Travel-Holiday	446
4	National Geo. Traveler	212
5	Endless Vacation	48
	Total	**2,692**

% Chg. Ad Pages

1984 vs. 1983

		%
1	Travel & Leisure	16.9
2	Signature	2.1
3	Travel-Holiday	2.1
4	Endless Vacation	ne
5	National Geo. Traveler	ne

Net Chg. Ad Pages

1984 vs. 1983

1	Travel & Leisure	189
2	Endless Vacation	48
3	Signature	14
4	Travel-Holiday	9
5	National Geo. Traveler	ne
	Total	**260**

Avg. Ad Pages/Copy

1	Travel & Leisure	109
2	Signature	57
3	National Geo. Traveler	53
4	Travel-Holiday	37
5	Endless Vacation	8

Ad Revenue

		$000
1	Travel & Leisure	27,528
2	Signature	9,160
3	Travel-Holiday	5,598
4	National Geo. Traveler	3,603
5	Endless Vacation	209
	Total	**46,098**

% Chg. Ad Revenue

1984 vs. 1983

		%
1	Travel & Leisure	25.9
2	Signature	15.3
3	Travel-Holiday	6.4
4	Endless Vacation	ne
5	National Geo. Traveler	ne

Net Chg. Ad Revenue

1984 vs. 1983

		$000
1	Travel & Leisure	5,655
2	Signature	1,216
3	Travel-Holiday	336
4	Endless Vacation	209
5	National Geo. Traveler	ne
	Total	**7,416**

Avg. Edit. Pgs./Copy

1	National Geo. Traveler	160
2	Travel & Leisure	97
3	Travel-Holiday	62
4	Signature	58
5	Endless Vacation	56

n/a = not applicable
ne = not estimated

Frequent travelers!
Every day!

More USA TODAY readers have taken 6 + round trips in the last 12 months than the readers of Travel & Leisure, The New Yorker, The New York Times Magazine or Sunset. And you can reach these well-traveled readers every day in USA TODAY!

The Advertising Might of USA TODAY

THE NATION'S NEWSPAPER
USA TODAY
VIA SATELLITE

It works every day!

Source: SMRB 1984

TRAVEL

Average Circulation

1	Travel & Leisure	949,311
2	National Geo. Traveler	937,254
3	Signature	787,697
4	Travel-Holiday	759,870
5	Endless Vacation	379,048
	Total	**3,813,180**

% Chg. Avg. Circ.

1984 vs. 1983

		%
1	Endless Vacation	21.2
2	Signature	9.4
3	Travel & Leisure	2.1
4	National Geo. Traveler	ne
5	Travel-Holiday	−0.5

Net Chg. Avg. Circ.

1984 vs. 1983

1	Signature	67,662
2	Endless Vacation	66,244
3	Travel & Leisure	19,301
4	National Geo. Traveler	ne
5	Travel-Holiday	−4,197
	Total	**149,010**

Avg. Total Pgs./Copy

ad pages + edit. pages

1	National Geo. Traveler	213
2	Travel & Leisure	206
3	Signature	114
4	Travel-Holiday	99
5	Endless Vacation	64

Total Revenue

ad rev. + circ. rev.

		$000
1	Travel & Leisure	45,678
2	Signature	18,584
3	Endless Vacation	15,390
4	National Geo. Traveler	15,319
5	Travel-Holiday	12,556
	Total	**107,527**

% Chg. Total Revenue

1984 vs. 1983

		%
1	Endless Vacation	35.3
2	Travel & Leisure	20.7
3	Signature	20.4
4	Travel-Holiday	2.5
5	National Geo. Traveler	ne

Subscription Revenue

		$000
1	Travel & Leisure	17,850
2	Endless Vacation	15,180
3	National Geo. Traveler	11,716
4	Signature	9,424
5	Travel-Holiday	6,840
	Total	**61,010**

% Chg. Sub. Revenue

1984 vs. 1983

		%
1	Endless Vacation	33.5
2	Signature	25.7
3	Travel & Leisure	14.4
4	National Geo. Traveler	ne
5	Travel-Holiday	−0.6

n/a = not applicable
ne = not estimated

MAGAZINE PROFILES

Endless Vacation

Endless Vacation Publications, Inc.
9333 North Meridian Street
P.O. Box 80260
Indianapolis, IN 46260
(317) 848-0500
Year founded: 1975
Published: Bimonthly, and directory

Publisher: Robert Ancell
Advertising Director: Jules S. Schwab
Other key contacts: Christel DeHean, Executive Vice President

Editorial Description: Endless Vacation magazine is for families who are frequent vacation travelers. Editorial helps plan comfortable travel towards a variety of domestic and international vacation experiences. Articles emphasize travel adventures, vacation sports, unusual places to visit, travel tips, local shopping, dining out and cooking in and how to take advantage of the wide variety of vacation opportunities.

Member: ABC

Primary SRDS Classification No. 46

National Geographic Traveler

National Geographic Society
17th & M Streets., N.W.
Washington, D.C. 20036
(202) 857-7000
Year founded: 1984
Published: 4x per year

Executive Editor: Robert Breeden
Advertising Director: George Moffat
Other key contacts: William K. Hughes, National Advertising Manager

Editorial Description: National Geographic Traveler, a quarterly magazine published by the National Geographic Society presents in-depth articles of photographs and text on places primarily in the United States and Canada. About 20% of the stories feature destinations abroad—in Europe, the Caribbean, and parts of the Pacific. Regular departments include Bulletin (travel news), Traveling Easy (advice on travel topics), Bookshelf (for further reading), and Highlights, a regional calendar of events.

Member: ABC

Primary SRDS Classification No. 46

Signature

Citicorp Publishing
641 Lexington Avenue
New York, NY 10022
(212) 888-9450
Year founded: 1954
Published: Monthly

Publisher: Harry C. Egner
Advertising Director: Richard Borzumato
Other key contacts: Richard Lynch, Vice President Marketing

Editorial Description: Signature is edited as a guide to leisure time activities. The majority of the stories are travel-related and cover destinations worldwide. There are regional guides to dining and entertainment. The remainder of the editorial includes regular features on sport, lifestyle trends, best buys in quality goods, arts and culture and occasional profiles.

Member: ABC

Primary SRDS Classification No. 46

Travel & Leisure

American Express Publishing Corporation
1120 Avenue of the Americas
New York, NY 10036
(212) 382-5600
Year founded: 1970
Published: Monthly

Publisher: Thomas O. Ryder
Advertising Director: John Hillock, Vice President, Associate Publisher
Other key contacts: Louis Benincasa, Vice President Media Research & Sales Development; Dick Romanelli, General Sales Director

Editorial Description: Travel & Leisure Magazine contains articles and service information concerning travel, hotels, dining, wine & spirits, hobbies and entertainment. It is a lifestyle magazine devoted to pleasures and leisure time pursuits.

Member: ABC

Primary SRDS Classification No. 46

Travel-Holiday

Travel Magazine, Inc.
51 Atlantic Avenue
Floral Park, NY 11001
(516) 352-9700
Year founded: 1901
Published: Monthly

Publisher: Sheldon Shane
Advertising Director: Ruth Halpert

Editorial Description: Travel-Holiday is edited for the frequent pleasure traveler who visits foreign and domestic tourist destinations several times a year. Articles stress both peak and off peak, off-the-beaten-path destinations as well as the standard, more popular tourist areas. Articles include "how to" information and prices where appropriate. Regular monthly sections include The Travel Advisor with Late Travel News, Travel Fare and Digest with information on tours and special travel packages. Other regular features include food and beverage articles, recreation vehicles, photography and travel health columns, the Annual Travel Holiday Fine Dining Awards Guide, and special sections on particular areas.

Member: MPA

Primary SRDS Classification No. 46

Figures are FOLIO estimates for the calendar year 1984.

National Geographic
Traveler

"With the quality photography and sophisticated, authoritative journalism that are National Geographic hallmarks, we will give our readers the most *accurate, informative,* and *credible* travel publication possible."

JOAN TAPPER
EDITOR

THE REDBOOK JUGGLER

Juggling husband, family, home, and job. And she doesn't miss a beat.

She's a doer. And she's a spender. A BIG spender.

Just look at the latest SMRB data. We're up a whopping 16% in the crucial 25-34 year old market. Which puts us smack in the middle of the biggest concentration of female buying power in the country.

So if you want to go where the money flows, go where Jugglers go. Straight to Redbook. Women who have their hands full can't wait to get their hands on us.

THE ONE AND ONLY BABYBOOMERBOOK FOR WOMEN

Redbook is a Publication of [illegible] of The Hearst Corporation

Women-in-Business

Market Highlights

CIRCULATION:

NEW LINEUP PUSHES TOTAL CIRC OVER 11 MILLION

The defection of *Working Woman* and the debut of *Cosmopolitan* change many of this market's figures, including circulation. Despite *Cosmopolitan*'s slight dip in circulation versus 1983, the addition of its number two circulation puts the market's total circ over the 10 million mark. However, *Redbook* still tops the list with a circulation of nearly four million. Mothers who work boost *Working Mother*'s circulation 15%, placing it a distant number one in circ gains. *Cosmopolitan* pushes up its comparatively small subscription base 23.6% to lead in sub gains. *Savvy* performs a dramatic turnaround at the newsstand posting a number one gain of 21% in single-copy sales.

AD PAGES:

COSMO BIGGEST; *MS.* IN DRAMATIC TURNAROUND

Cosmopolitan steps into this market at the top of the total ad-page list; *Glamour* comes in a close second. *Ms.* gets its ad message across, moving from number six in ad page growth in 1983 to number two in '84 with a 14.8% increase. Newcomer to market, *Self* leads all with a 24.7% ad page growth versus '83. All titles up pages vs. year ago.

REVENUE:

BUSINESS IS GOOD

Women-in-Business books all improve business substantially. Six titles lift total revenue at a double-digit pace, led by *Working Mother*, with a 31.2% rise, followed by *Self*, with a 22.2% gain. *WM* also leads in sub revenue gains, up 40.9%. *Ms.* edges out *Savvy* for top newsstand revenue growth. Ad revenue increases are strong in this market with six books posting double-digit increases.

MORE NEWSSTAND GROWTH IN 1984 THAN ANY OTHER PUBLICATION OF ITS KIND

GLAMOUR®

REACH FOR MORE WOMEN IN BUSINESS REACH FOR

GLAMOUR®

A Condé Nast Package Magazine. Copyright 1985 by The Condé Nast Publications, Inc.

WOMEN-IN-BUSINESS

Ad Pages

1 Cosmopolitan	2,491
2 Glamour	2,165
3 Redbook	1,176
4 Self	1,157
5 Working Mother	872
6 Ms.	653
7 Savvy	542
Total	**9,056**

% Chg. Ad Pages

1984 vs. 1983	%
1 Self	24.7
2 Ms.	14.8
3 Working Mother	7.6
4 Redbook	7.1
5 Glamour	6.8
6 Savvy	5.5
7 Cosmopolitan	2.0

Net Chg. Ad Pages

1984 vs. 1983	
1 Self	229
2 Glamour	138
3 Ms.	84
4 Redbook	78
5 Working Mother	62
6 Cosmopolitan	48
7 Savvy	28
Total	**667**

Avg. Ad Pages/Copy

1 Cosmopolitan	208
2 Glamour	180
3 Redbook	98
4 Self	96
5 Working Mother	73
6 Ms.	54
7 Savvy	45

Ad Revenue

	$000
1 Cosmopolitan	95,144
2 Glamour	70,585
3 Redbook	53,095
4 Self	24,183
5 Working Mother	11,016
6 Ms.	6,332
7 Savvy	4,684
Total	**265,039**

% Chg. Ad Revenue

1984 vs. 1983	%
1 Self	40.7
2 Working Mother	30.2
3 Ms.	22.4
4 Glamour	20.4
5 Redbook	19.3
6 Cosmopolitan	17.3
7 Savvy	9.6

Net Chg. Ad Revenue

1984 vs. 1983	$000
1 Cosmopolitan	14,008
2 Glamour	11,949
3 Redbook	8,599
4 Self	6,993
5 Working Mother	2,552
6 Ms.	1,158
7 Savvy	411
Total	**45,670**

Avg. Edit. Pgs./Copy

1 Glamour	143
2 Cosmopolitan	136
3 Redbook	98
4 Self	97
5 Ms.	67
6 Working Mother	60
7 Savvy	57

Average Circulation

1 Redbook	3,974,470
2 Cosmopolitan	2,907,126
3 Glamour	2,273,431
4 Self	1,077,911
5 Working Mother	518,009
6 Ms.	469,649
7 Savvy	304,835
Total	**11,525,431**

% Chg. Avg. Circ.

1984 vs. 1983	%
1 Working Mother	15.0
2 Savvy	3.1
3 Glamour	2.2
4 Redbook	0.6
5 Self	− 0.9
6 Ms.	− 3.1
7 Cosmopolitan	− 3.5

Net Chg. Avg. Circ.

1984 vs. 1983	
1 Working Mother	67,625
2 Glamour	49,170
3 Redbook	23,443
4 Savvy	9,283
5 Self	− 10,217
6 Ms.	− 15,095
7 Cosmopolitan	− 104,064
Total	**20,145**

Avg. Total Pgs./Copy

ad pages + edit. pages	
1 Cosmopolitan	344
2 Glamour	324
3 Redbook	196
4 Self	193
5 Working Mother	132
6 Ms.	122
7 Savvy	102

►

MAGAZINE PROFILES

Cosmopolitan

Hearst Magazines
224 West 57th Street
New York, NY 10019
(212) 262-7417
Year founded: 1886
Published: Monthly

Publisher: D. Claeys Bahrenburg
Advertising Director: Seth Hoyt
Other key contacts: Reed Foster, Eastern Advertising Manager; Tom Buerger, Midwestern Advertising Manager; Tony Hoyt, Western Advertising Manager

Editorial Description: Cosmopolitan is edited for young women, single or married, and concerns self-improvement, careers, clothes, beauty, travel, entertainment and the arts with special emphasis on the world outside the home. Editorial emphasis is on helping young women realize the very most of themselves.

Member: ABC

Primary SRDS Classification No. 49

Glamour

The Conde Nast Publications Inc.
350 Madison Avenue
New York, NY 10017
(212) 880-8800
Year founded: 1939
Published: Monthly

Publisher: E. Louis Holtermann, Jr.
Other key contacts: Russell K. Schaehrer, National Sales Manager; Harold J. Cuddy, Director of Sales Programs; Kathy Neisloss, New York Sales Manager

Editorial Description: Glamour is edited for the personal interests of young women 18-35 with a "how-to" approach. Emphasis is placed on fashion, beauty, travel, lifestyle, decorating, entertaining, sewing, crafts, and consumer information. Monthly columns offer coverage which varies from success strategies for job and college, to car-buying, cooking, books and movies, sex and health, money management and legal matters. Glamour's "How To Do Anything Better Guide" is a monthly section covering a variety of facts, finds, and special information.

Member: ABC

Primary SRDS Classification No. 50

Ms.

Ms. Foundation for Education and Communication, Inc.
119 West 40th Street
New York, NY 10018
(212) 719-9800
Year founded: 1972
Published: Monthly

Publisher: Patricia Carbine
Advertising Director: Paula Fierman, National Advertising Director
Other key contacts: Ruth Bower, Associate Publisher/Director of Marketing, Karyn Rose, National Advertising Manager

Editorial Description: Ms. is a national news magazine written for women, about women, by women. It's unique in that it explores the real issues facing women today and brings you the news you need to make informed decisions about your life and the life of your family and friends. In Ms. you find fresh, funny, lively, highly charged and sometimes controversial information that can help you in so many ways.

Member: ABC
Primary SRDS Classification No. 49

Figures are Folio estimates for the calendar year 1984.

April 1985 SELF delivered a record 1,301,356 circulation. 780,080 single copy sales, the largest newsstand sale in SELF's short lifetime.*

SELF®

A CONDÉ NAST PUBLICATION

*Source. ABC statement submitted 7/29/85

*The leader in total audience growth and total women readers over the past 5 years.**

SELF®

A CONDÉ NAST PUBLICATION

*Source, MRI Spring 1980–Spring 1985

WOMEN-IN-BUSINESS

Continued

Total Revenue

ad rev. + circ. rev.	$000
1 Cosmopolitan	161,591
2 Glamour	110,349
3 Redbook	92,662
4 Self	42,936
5 Working Mother	17,380
6 Ms.	11,371
7 Savvy	8,015
Total	**444,304**

% Chg. Total Revenue

1984 vs. 1983	%
1 Working Mother	31.2
2 Self	22.2
3 Ms.	16.3
4 Glamour	13.6
5 Cosmopolitan	12.5
6 Redbook	10.2
7 Savvy	5.6

Subscription Revenue

	$000
1 Redbook	27,692
2 Glamour	8,600
3 Self	6,086
4 Working Mother	5,978
5 Cosmopolitan	4,859
6 Ms.	4,052
7 Savvy	2,943
Total	**60,210**

% Chg. Sub. Revenue

1984 vs. 1983	%
1 Working Mother	40.9
2 Cosmopolitan	25.4
3 Self	5.1
4 Ms.	5.0
5 Savvy	−1.8
6 Redbook	−2.3
7 Glamour	−3.5

Avg. Subscrip. Circ.

1 Redbook	3,314,733
2 Glamour	789,427
3 Self	531,004
4 Working Mother	501,539
5 Ms.	422,077
6 Savvy	288,664
7 Cosmopolitan	275,177
Total	**6,122,621**

% Chg. Avg. Sub. Circ.

1984 vs. 1983	%
1 Cosmopolitan	23.6
2 Working Mother	17.4
3 Self	4.4
4 Savvy	2.3
5 Redbook	−0.4
6 Glamour	−2.9
7 Ms.	−4.8

Net Chg. Avg. Sub. Circ.

1984 vs. 1983	
1 Working Mother	74,358
2 Cosmopolitan	52,585
3 Self	22,282
4 Savvy	6,478
5 Redbook	−11,712
6 Ms.	−21,240
7 Glamour	−23,877
Total	**98,874**

Newsstand Revenue

	$000
1 Cosmopolitan	61,588
2 Glamour	31,164
3 Self	12,666
4 Redbook	11,875
5 Ms.	987
6 Savvy	388
7 Working Mother	385
Total	**119,053**

Avg. Newsstand Circ.

1 Cosmopolitan	2,631,949
2 Glamour	1,484,004
3 Redbook	659,737
4 Self	546,907
5 Ms.	47,572
6 Working Mother	16,470
7 Savvy	16,171
Total	**5,402,810**

% Chg. Avg. News. Circ.

1984 vs. 1983	%
1 Savvy	21.0
2 Ms.	14.8
3 Redbook	5.6
4 Glamour	5.2
5 Cosmopolitan	−5.6
6 Self	−5.6
7 Working Mother	−29.0

Net Chg. Avg. News. Circ.

1984 vs. 1983	
1 Glamour	73,046
2 Redbook	35,155
3 Ms.	6,145
4 Savvy	2,805
5 Working Mother	−6,733
6 Self	−32,499
7 Cosmopolitan	−156,649
Total	**−78,730**

% Chg. News. Revenue

1984 vs. 1983	%
1 Ms.	32.3
2 Savvy	20.9
3 Redbook	5.6
4 Cosmopolitan	5.2
5 Glamour	5.2
6 Self	4.1
7 Working Mother	−29.0

MAGAZINE PROFILES

Redbook

Hearst Magazines
224 West 57th Street
New York, NY 10019
(212) 262-8258
Year founded: 1903
Published: Monthly

Publisher: Alan M. Waxenberg
Advertising Director: Richard J. Sarno

Editorial Description: Redbook is edited for young women today, who are juggling the demands and rewards of husband, child and jobs. Articles are geared towards helping her make "first-time" decisions in her complicated life ranging from personal relationships, home, money management, children and childcare to beauty, fashion, fiction, food and nutrition.

Member: ABC

Primary SRDS Classification No. 49

Savvy

Family Media, Inc.
3 Park Avenue
New York, NY 10016
(212) 340-9200
Year founded: 1980
Published: Monthly

Publisher: Talia Carner
Advertising Director: Talia Carner

Editorial Description: Savvy is a magazine of career development and personal business management for executive women. In a forum of reporting, research and investigatory surveys, Savvy explores the life of business: who and what builds a strong company, how effective teams are created, and what are the factors of personal success.

Member: ABC

Primary SRDS Classification No. 8

Self

The Conde Nast Publications Inc.
350 Madison Avenue
New York, NY 10017
(212) 880-8800
Year founded: 1979
Published: Monthly

Publisher: J. Kevin Madden
Advertising Director: William J. Abbott

Editorial Description: Self is edited for the active woman of the '80's, and concentrates editorially on information designed to assist a busy woman living in two worlds: business and home. Editorial features self-improvement in the areas of health & beauty, diet & nutrition, money management, emotional well-being and entertaining.

Member: ABC

Primary SRDS Classification No. 49

Working Mother

The McCall Publishing Co.
230 Park Avenue
New York, NY 10169
(212) 551-9390
Year founded: 1978
Published: Monthly

Publisher: Raymond Eyes
Advertising Director: Carol Evans
Other key contacts: Dorothy Cameron, Eastern Sales Manager; Peter D. Onorati, Director of Marketing & Research

Editorial Description: Working Mother is edited for today's young woman who balances the demands of family, career, and home. Articles and features aim to help our readers get ahead at work, while enjoying the rewards of family life. The editorial focus is on jobs and careers, child rearing, emotional support, finance, time management, fashion and beauty, food and nutrition, and the home. In 1984 two new regular features, Career Options and Work and Marriage, were added to existing favorites, The Healthy Child, Take Care of Yourself, Work World, Smart Money, Home Front, Just For You, Bulletin Board and The Guilt Department.

Member: ABC

Primary SRDS Classification No. 49

Figures are FOLIO estimates for the calendar year 1984.

Women's Fashion

Market Highlights

CIRCULATION:

GAINS ARE MOSTLY AT THE NEWSSTAND

All titles report newsstand growth; all but one lose subs. What's at work here? To begin with, the women who buy these magazines. They're busy, have less time to read, so they buy only those issues of a magazine they know they'll read. And they buy them at the newsstand. *W* led newsstand gainers, increasing its small (22,867) newsstand circulation 11.2%. Biggest book at newsstand, *Glamour*, reported the third largest single-copy gain, 5.2%, while *Vogue* rises to number two in newsstand gains (up 8.3%), and number one in total average circulation gains (up 4.5%).

AD PAGES:

PAGE INCREASES ALSO IN FASHION

Fashion marketers give strong support to all five titles. *Harper's Bazaar, W*, and *Vogue* (the top three last year) score double-digit increases versus 1983 with *HB* in the lead at 17.3%. Overall, the market posts stronger ad page gains than it did last year. *Vogue* maintains its number one position in total ad pages with 3,466.

REVENUE:

ADVERTISING REVENUE SPURS INCREASE

Two books increase ad revenues more than 30%, and three more top the 20% mark. Total revenue gains, although less dramatic, go double-digit all the way. *Harper's Bazaar* leads sub revenue growth, up 12.8% versus '83. *W* leads ad revenue gains (31.1%) and took number two in a newsstand revenue growth horse race with 11.2% growth versus *Mademoiselle*'s 11.8%. *Glamour* raked in the most total money, however: $110.3 million.

WOMEN'S FASHION

Ad Pages

1 Vogue	3,466
2 Glamour	2,165
3 Harper's Bazaar	1,824
4 Mademoiselle	1,683
5 W	1,329
Total	**10,467**

% Chg. Ad Pages

1984 vs. 1983

	%
1 Harper's Bazaar	17.3
2 W	12.2
3 Vogue	11.4
4 Mademoiselle	6.9
5 Glamour	6.8

Net Chg. Ad Pages

1984 vs. 1983

1 Vogue	354
2 Harper's Bazaar	269
3 W	145
4 Glamour	138
5 Mademoiselle	109
Total	**1,015**

Avg. Ad Pages/Copy

1 Vogue	289
2 Glamour	180
3 Harper's Bazaar	152
4 Mademoiselle	140
5 W	51

Ad Revenue

	$000
1 Glamour	70,585
2 Vogue	67,355
3 Mademoiselle	35,769
4 Harper's Bazaar	31,105
5 W	18,283
Total	**223,097**

% Chg. Ad Revenue

1984 vs. 1983

	%
1 W	31.1
2 Harper's Bazaar	30.1
3 Mademoiselle	23.2
4 Glamour	20.4
5 Vogue	20.3

Net Chg. Ad Revenue

1984 vs. 1983

	$000
1 Glamour	11,949
2 Vogue	11,364
3 Harper's Bazaar	7,196
4 Mademoiselle	6,746
5 W	4,332
Total	**41,587**

Avg. Edit. Pgs./Copy

1 Vogue	167
2 Glamour	143
3 Mademoiselle	127
4 Harper's Bazaar	109
5 W	32

Average Circulation

1 Glamour	2,273,431
2 Mademoiselle	1,187,135
3 Vogue	1,163,962
4 Harper's Bazaar	734,789
5 W	209,224
Total	**5,568,541**

% Chg. Avg. Circ.

1984 vs. 1983

	%
1 Vogue	4.5
2 Harper's Bazaar	3.5
3 Glamour	2.2
4 Mademoiselle	-0.1
5 W	-0.6

Net Chg. Avg. Circ.

1984 vs. 1983

1 Vogue	49,635
2 Glamour	49,170
3 Harper's Bazaar	24,581
4 W	-1,210
5 Mademoiselle	-1,718
Total	**120,458**

Avg. Total Pgs./Copy

ad pages + edit. pages

1 Vogue	456
2 Glamour	324
3 Mademoiselle	268
4 Harper's Bazaar	261
5 W	84

Total Revenue

ad rev. + circ. rev.

	$000
1 Glamour	110,349
2 Vogue	102,584
3 Mademoiselle	59,057
4 Harper's Bazaar	45,054
5 W	24,231
Total	**341,275**

% Chg. Total Revenue

1984 vs. 1983

	%
1 W	22.3
2 Harper's Bazaar	21.6
3 Mademoiselle	17.3
4 Vogue	15.7
5 Glamour	13.6

Subscription Revenue

	$000
1 Glamour	8,600
2 Vogue	8,170
3 W	4,759
4 Mademoiselle	3,614
5 Harper's Bazaar	3,362
Total	**28,505**

% Chg. Sub. Revenue

1984 vs. 1983

	%
1 Harper's Bazaar	12.8
2 Vogue	2.1
3 W	-0.8
4 Mademoiselle	-2.6
5 Glamour	-3.5

►

THE MAGNET
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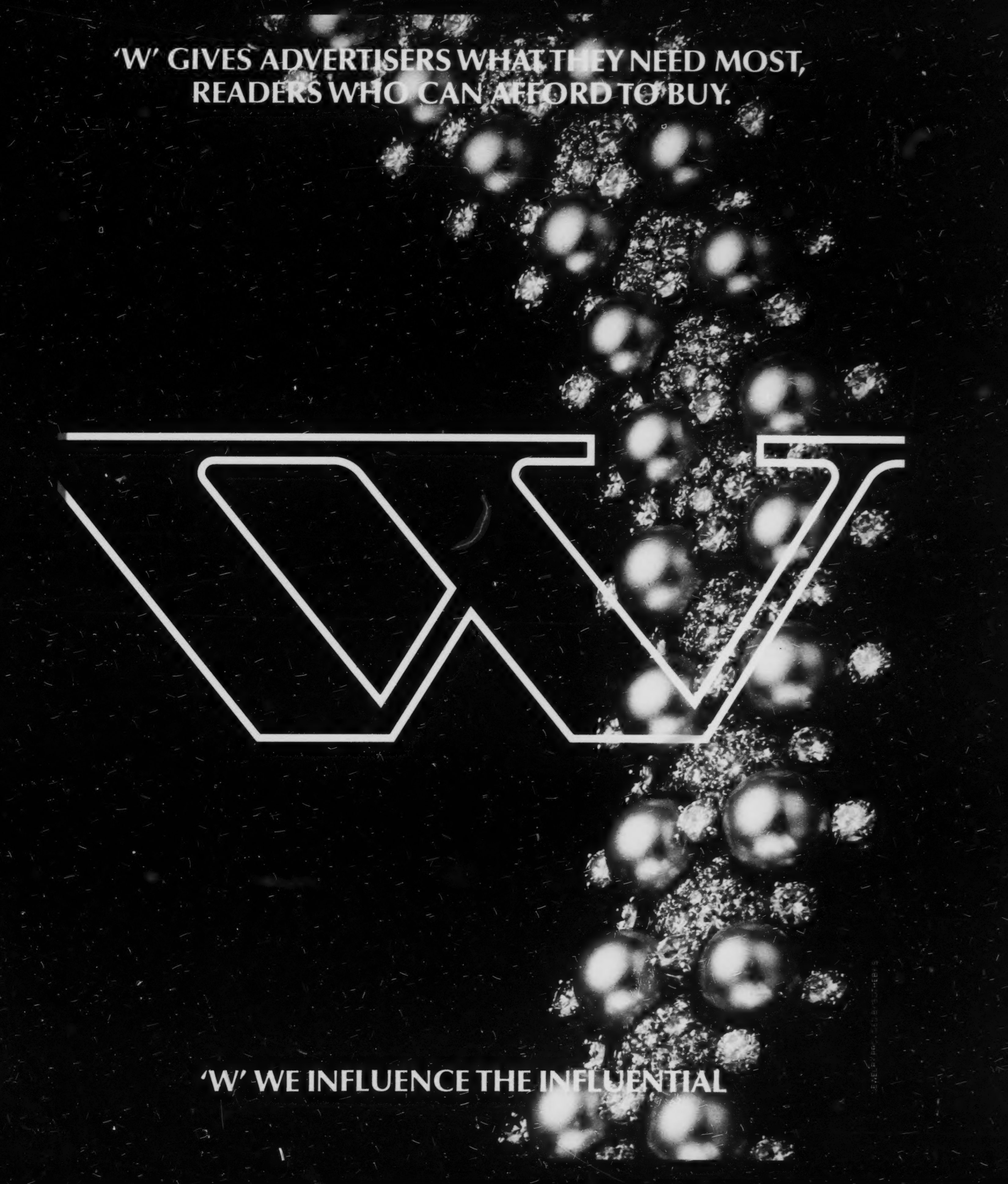
Figures are FOLIO estimates for the calendar year 1984.


'W' GIVES ADVERTISERS WHAT THEY NEED MOST,
READERS WHO CAN AFFORD TO BUY.
'W' WE INFLUENCE THE INFLUENTIAL

WOMEN'S FASHION

Continued

Avg. Subscrip. Circ.

1	Glamour	789,427
2	Vogue	422,214
3	Mademoiselle	337,661
4	Harper's Bazaar	293,674
5	W	186,357
	Total	**2,029,333**

% Chg. Avg. Sub. Circ.

1984 vs. 1983		%
1	Harper's Bazaar	2.5
2	Vogue	– 1.6
3	W	– 1.9
4	Glamour	– 2.9
5	Mademoiselle	– 3.7

Net Chg. Avg. Sub. Circ.

1984 vs. 1983		
1	Harper's Bazaar	7,033
2	W	– 3,517
3	Vogue	– 7,012
4	Mademoiselle	– 13,045
5	Glamour	– 23,877
	Total	**– 40,418**

Newsstand Revenue

		$000
1	Glamour	31,164
2	Vogue	27,059
3	Mademoiselle	19,674
4	Harper's Bazaar	10,587
5	W	1,189
	Total	**89,673**

Avg. Newsstand Circ.

1	Glamour	1,484,004
2	Mademoiselle	849,474
3	Vogue	741,748
4	Harper's Bazaar	441,115
5	W	22,867
	Total	**3,539,208**

% Chg. Avg. News. Circ.

1984 vs. 1983		%
1	W	11.2
2	Vogue	8.3
3	Glamour	5.2
4	Harper's Bazaar	4.1
5	Mademoiselle	1.4

Net Chg. Avg. News. Circ.

1984 vs. 1983		
1	Glamour	73,046
2	Vogue	56,646
3	Harper's Bazaar	17,548
4	Mademoiselle	11,327
5	W	2,308
	Total	**160,875**

% Chg. News. Revenue

1984 vs. 1983		%
1	Mademoiselle	11.8
2	W	11.2
3	Vogue	9.7
4	Glamour	5.2
5	Harper's Bazaar	4.1

MAGAZINE PROFILES

Glamour

The Conde Nast Publications Inc.
350 Madison Avenue
New York, NY 10017
(212) 880-8800
Year founded: 1939
Published: Monthly

Publisher: E. Louis Holtermann, Jr.
Other key contacts: Russell K. Schaehrer, National Sales Manager; Harold J. Cuddy, Director of Sales Programs; Kathy Neisloss, New York Sales Manager

Editorial Description: Glamour is edited for the personal interests of young women 18-35 with a "how-to" approach. Emphasis is placed on fashion, beauty, travel, lifestyle, decorating, entertaining, sewing, crafts, and consumer information. Monthly columns offer coverage which varies from success strategies for job and college, to car-buying, cooking, books and movies, sex and health, money management and legal matters. Glamour's "How To Do Anything Better Guide" is a monthly section covering a variety of facts, finds, and special information.

Member: ABC

Primary SRDS Classification No. 50

Harper's Bazaar

Hearst Magazines
1700 Broadway
New York, NY 10019
(212) 903-5000
Year founded: 1867
Published: Monthly

Publisher: Martin Schrader
Advertising Director: Victoria Reisenbach
Other key contacts: Ann Spark, Advertising Production Manager; Jeanette Chang, Associate Publisher

Editorial Description: Harper's Bazaar is edited for the success-oriented woman. Editorial features emphasize fashion, beauty, health, diet, travel and entertaining. The editorial mix also includes profiles, interviews and articles.

Member: ABC

Primary SRDS Classification No. 49

Mademoiselle

The Conde Nast Publications Inc.
350 Madison Avenue
New York, NY 10017
(212) 880-8110
Year founded: 1935
Published: Monthly

Publisher: Ron Galotti
Advertising Director: Richard Kinsler
Other key contacts: Thomas Kehoe, Advertising Manager

Editorial Description: Mademoiselle is edited for the woman 18-34, and addresses the needs of this fast-growing consumer segment with coverage of career topics, fashion, beauty, health, home decorating, travel, entertaining and the arts. Food, alcoholic beverages, automotive, personal finance, home sewing and crafts are treated in regularly scheduled columns. In addition, Mademoiselle publishes in-depth articles on subjects of current interest.

Member: ABC

Primary SRDS Classification No. 50

Vogue

The Conde Nast Publications Inc.
350 Madison Avenue
New York, NY 10017
(212) 880-8800
Year founded: 1892
Published: Monthly

Publisher: Richard A. Shortway
Advertising Director: David Rubin
Other key contacts: Norman Waterman, Advertising Manager

Editorial Description: Vogue is edited for the woman who considers fashion a way of life. The magazine's editorial pages cover fashion, beauty, health, fitness, travel, the arts, money, food, entertaining and home furnishings. Vogue also features interviews and articles by contributing writers.

Member: ABC

Primary SRDS Classification No. 49

W

Fairchild Publications
7 East 12th Street
New York, NY 10003
(212) 741-4000
Year founded: 1972
Published: Biweekly

Publisher: John B. Fairchild
Advertising Director: Adrienne Cleere, Associate Publisher
Other key contacts: Gene Fahy, Vice President Group Sales; Michael F. Coady, Senior Vice President and Executive Editor

Editorial Description: "W" is edited for the educated, affluent woman commenting on fashion, people and living. Articles represent selective consumer features from Women's Wear Daily and include: fashion, travel and beauty features, criticism of the arts and personality interviews.

Member: ABC

Primary SRDS Classification No. 49

Figures are Folio estimates for the calendar year 1984.

SPORTS

Continued from page 232

SAIL

Sail Publications, Inc.
34 Commercial Wharf
Boston, MA 02110
(617) 227-0888
Year founded: 1970
Published: Monthly

Publisher: Donald A. Macaulay

Editorial Description: SAIL is edited for sailors at various levels: cruisers and racers, from novices to experts, actively involved in the development of their sailing skills. Feature articles are written for both large and small boat sailors covering such topics as hull and sail design, rigging, tuning, sail trim, spinnaker handling, wind and water conditions, and the practical considerations of choosing and owning sailboats, gear, and equipment. Certain issues give special attention to chartering, boat commissioning and maintenance, marine apparel, electronics, and major coastal and offshore races. Regular departments include boat and equipment design commentary, new boat and new product news, racing news, seamanship, boathandling, navigation and piloting.

Member: ABC
Primary SRDS Classification No. 6

Ski

Times Mirror Magazines, Inc.
380 Madison Avenue
New York, NY 10017
(212) 687-3000
Year founded: 1936
Published: 8x per year

Publisher: George Bauer
Advertising Director: Ellen McVickar

Editorial Description: Ski magazine is edited for the ski enthusiasts, whether expert or newcomer to the sport. Instruction and technique articles are written by top U.S. instructors. Travel articles and theme sections feature color photography. Profiles on celebrities, racers and skier personalities from all walks of life, adventure stories, consumer advice on what's new and how to purchase equipment, humor, cartoons, regional reports, film and book reviews, celebrity ski tips, apparel features, question-and-answer columns for readers on instruction, equipment repair and maintenance, and ski technique.

Member: ABC
Primary SRDS Classification No. 45

Skiing

CBS Magazines
One Park Avenue
New York, NY 10016
(212) 503-3900
Year founded: 1948
Published: 7x per year

Publisher: Henry A. Kaiser
Advertising Director: James R. Flynn

Editorial Description: Skiing is edited for the active skier—the beginning as well as the experienced skier who is interested in learning about the sport, its equipment, and its technique. Regular articles cover the latest in ski fashion, new and improved equipment, competition results, skiing personalities, and general news of people and places. Reports on the world's great ski areas are featured, with particular emphasis on unique photographic exposition. Ski technique is explained by professional ski instructors, and a section of instructional drawings and tips is a regular feature.

Member: ABC
Primary SRDS Classification No. 45

Skin Diver

Petersen Publishing Company
8490 Sunset Boulevard
Los Angeles, CA 90069
(213) 657-5100
Year founded: 1951
Published: Monthly

Publisher: Bill Gleason
Group Publisher: Paul Tzimoulis
Advertising Director: Peter F. Clancey, Senior Vice President
Other key contacts: Los Angeles: Ralph Panico, Western Advertising Director; New York: Tony Coelho, Eastern Advertising Director

Editorial Description: Skin Diver Magazine is devoted to the underwater world of recreational diving, industry, science and technology. The editorial format is designed to satisfy the novice, intermediate and expert diver and covers underwater activities including snorkeling, skin diving, scuba diving, commercial diving, and deep sea research. Regular monthly features include a diverse range of interests—underwater photography, boating, shipwreck exploration, undersea science, and recreational tourism. In addition to the consumer readership, the magazine serves the sporting goods trade with news about retail dive shops, new products, and technological developments. Underwater research and development by government and private industry is also regularly covered.

Member: ABC
Primary SRDS Classification No. 45

Sport

Sports Media Corporation
119 West 40th Street
New York, NY 10018
(212) 869-4700
Year founded: 1946
Published: Monthly

Publisher: Don Hanrahan
Advertising Director: Tom Brown
Other key contacts: Peter R. Griffin, New York Sales Manager

Editorial Description: Sport is edited for the sports fan. It is a guide to the month's major professional sporting events. Sport previews and predicts. It profiles major personalities, picks the season's winners and losers, gives tips based on past performances, and delivers commentary on sporting trends. Regular departments include the monthly interview with a sports personality, the upfront Sporttalk section, the Sport Quiz, and the back page Finish Line feature.

Member: ABC
Primary SRDS Classification No. 45

The Sporting News

The Sporting News Publishing Co.
1212 North Lindbergh Boulevard
St. Louis, MO 63132
(314) 997-7111
Year founded: 1886
Published: Weekly

Publisher: Richard Waters, President
Advertising Director: Kent T. Valandra, Associate Publisher
Other key contacts: Edward C. Campbell, Midwest Advertising Director; Steven Card, Advertising Services Manager

Editorial Description: The Sporting News is edited for followers and participants of the major sports such as baseball, football, basketball, hockey, etc. In addition to regular feature stories, statistics are carried each week including averages, standings, summaries, etc.

Member: ABC
Primary SRDS Classification No. 36A

Sports Illustrated

Time Inc.
1271 Avenue of the Americas
New York, NY 10020
(212) 586-1212
Year founded: 1954
Published: Weekly (except semi-weekly during a week in November and a week in September, also two issues combined at year-end)

Publisher: Robert L. Miller
Advertising Director: Donald J. Barr

Other key contacts: Ann S. Moore, General Manager; Thomas J. Hickey, Advertising Sales Manager

Editorial Description: Sports Illustrated reports and interprets the world of sport, recreation and active leisure. It previews, analyzes and comments upon major games and events, as well as those noteworthy for character and spirit alone. It features individuals connected to sport and evaluates trends concerning the part sport plays in contemporary life. It provides instruction for both participants and spectators. Articles range through various fields: travel, architecture, art, fashion, physical fitness and conservation. Special departments deal with sports equipment, books and statistics.

Member: ABC
Primary SRDS Classification No. 36A

Tennis

Golf Digest/Tennis, Inc.
495 Westport Avenue
P.O. Box 5350
Norwalk, CT 06856
(203) 847-5811
Year founded: 1965
Published: Monthly

Publisher: Mark Adorney
Advertising Director: Bob Maxon
Other key contacts: Sandy Landsman, New York Sales Manager; Jeff Paro, Midwest Sales Manager

Editorial Description: Tennis magazine is for active tennis players at various levels and ages. Each issue contains features on playing instruction, the mental side of tennis, tips, and equipment, fitness and travel to tennis camps and resorts. Tennis covers the professional game with player profiles, tournament previews, professional circuit results and photo features. Monthly columns address issues at both the professional and grass-roots levels of the game. Departments include news of people in and around tennis, tournament schedules and upcoming tennis telecasts. The February Annual issue contains professional and amateur results from the previous year, historical tournament records and other statistics. Special sections about U.S. Open, TV Tennis Guides and regional travel appear regularly.

Member: ABC, MPA

Primary SRDS Classification No. 45

(Continued on page 278)

Figures are FOLIO estimates for the calendar year 1984.

AS HER KIDS GROW, SO DO HER NEEDS.

Today, more than ever, mothers are called upon to make complex decisions about their children, their families, themselves. That's why so many turn to Parents for help. And why, as an advertiser, you should use Parents to sell your product. We concentrate on the 18-34 mother who buys a vast range of products for both her family and herself. Only Parents serves her special needs. Talk to her in Parents.

A unique concentration of young mothers.

Parents
Smart Games
To Play With Your Child
When Your Child Is Home Alone
Exercise During Pregnancy
ADOPTION:
• Private Adoption Gu
• Raising Adopted Kids
• Birth Parent Searches
Tantrum-Proofing:
How to Help

Women's Lifestyles

Market Highlights

CIRCULATION:

DIVERSE GROUP UPS DISTRIBUTION

A net expansion of two magazines (three move in, one out of the market) and a 5% average circ gain vs. '83 for the rest, rocket total circ from last year's 13,884,224 to 17,080,125. Almost 3 million copies belong to market newcomer and leader *Prevention. Cosmopolitan* is a close second at 2,907,126.

If growth measurements are any barometer of the American Woman's interests in 1984, they indicate that she likes diversity. Motherhood and the urban/singles lifestyle rank one and two, respectively, in sub circ growth, with *American Baby* jumping up 29.8% and *Cosmopolitan* gaining 23.6% vs. '83. Newsstand circ gains reflect stronger interest in fitness and entertainment—*Shape* sells 36.7% more, and *Soap Opera Digest*, 25.8% more newsstand copies in 1984. In overall circ growth it's fitness on top again, and career second: *Shape* increases total average circ by 22% and *Working Woman* lifts that distribution by 15.7%.

AD PAGES:

PAGES CONTINUE STEADY GROWTH

Eleven of 16 magazines gain ad pages in '84, and market total passes 17,000. *Vogue* reigns as largest book with 3,466 pages. *Cosmopolitan*, a thousand pages lower, takes second place. Growing fastest in ad pages are *Shape* first, and *Self* close behind, increasing pages at a rate of 25.4% and 24.7% respectively versus 1983.

REVENUE:

GAINS FOR HALF EXCEED 10%

All but one book increase revenue, half grow at a double-digit rate. *Cosmopolitan* leads market in total revenue with over 26% of market's total $619.9 million. *Cosmo* also tops the roster in ad revenue with $95.1 million, followed by *Vogue* at $67.4 million. Smaller books lead most growth measurements. *Shape*'s outstanding 95.6% increase in ad revenue, plus its newsstand dollar gain (+36.7%), equals a first-place total revenue increase of +33.3% vs. '83. *Shape* is not the only growth story: *Self* reports 40% more ad revenue in '84 than '83, *Soap Opera Digest* ups newsstand revenue by 33.9%, and *Town & Country* increases sub revenue by 23%. *T&C*'s growth places it second in that measurement, behind *Cosmo*'s 25.4% hike in sub revenue.

There's a NEW #1*

in women's lifestyle magazines

- #1 In total ad page increase
- #1 In total ad revenue increase
- #1 In average circulation increase
- #1 In total revenue increase
- #1 In newsstand revenue increase
- #1 In newsstand circulation increase

It should come as no surprise . . .

SHAPE

The complete women's magazine

118 Madison Ave. · New York, NY 10016 · (212) 696-9272

*The Folio: 400/1985 report

WOMEN'S LIFESTYLES

Ad Pages

1	Vogue	3,466
2	Cosmopolitan	2,491
3	Town & Country	1,903
4	Mademoiselle	1,683
5	Working Woman	1,290
6	Self	1,157
7	Prevention	881
8	Shape	720
9	True Story	696
10	New Woman	564
11	Family/Stateside Ed.	486
12	American Baby	485
13	Ladycom	456
14	Playgirl	420
15	Soap Opera Digest	328
16	Hadassah Magazine	175
	Total	**17,201**

% Chg. Ad Pages

1984 vs. 1983

		%
1	Shape	25.4
2	Self	24.7
3	Ladycom	17.2
4	Vogue	11.4
5	Working Woman	8.5
6	American Baby	7.7
7	Soap Opera Digest	7.6
8	Mademoiselle	6.9
9	Town & Country	5.0
10	Cosmopolitan	2.0
11	New Woman	0.5
12	Family/Stateside Ed.	ne
13	True Story	– 1.6
14	Playgirl	– 5.4
15	Hadassah Magazine	– 7.9
16	Prevention	– 10.6

Net Chg. Ad Pages

1984 vs. 1983

1	Vogue	354
2	Self	229
3	Shape	146
4	Mademoiselle	109
5	Working Woman	101
6	Town & Country	90
7	Ladycom	67
8	Cosmopolitan	48
9	American Baby	35
10	Soap Opera Digest	23
11	New Woman	3
12	Family/Stateside Ed.	ne
13	True Story	– 12
14	Hadassah Magazine	– 15
15	Playgirl	– 24
16	Prevention	– 104
	Total	1,050

Avg. Ad Pages/Copy

1	Vogue	289
2	Cosmopolitan	208
3	Town & Country	159
4	Mademoiselle	140
5	Working Woman	108
6	Self	96
7	Prevention	73
8	Shape	60
9	True Story	58
10	New Woman	47
11	Ladycom	46
12	Family/Stateside Ed.	41
13	American Baby	40
14	Playgirl	35
15	Hadassah Magazine	18
16	Soap Opera Digest	13

Ad Revenue

		$000
1	Cosmopolitan	95,144
2	Vogue	67,355
3	Mademoiselle	35,769
4	Town & Country	27,049
5	Self	24,183
6	Working Woman	18,831
7	Prevention	16,542
8	True Story	10,970
9	American Baby	9,818
10	New Woman	6,976
11	Family/Stateside Ed.	4,918
12	Ladycom	4,784
13	Shape	2,650
14	Soap Opera Digest	2,155
15	Playgirl	1,374
16	Hadassah Magazine	1,150
	Total	**329,668**

% Chg. Ad Revenue

1984 vs. 1983

		%
1	Shape	95.6
2	Self	40.7
3	Working Woman	30.4
4	Town & Country	24.7
5	Mademoiselle	23.2
6	Vogue	20.3
7	Soap Opera Digest	18.7
8	Cosmopolitan	17.3
9	New Woman	11.4
10	Hadassah Magazine	11.2
11	Ladycom	9.6
12	American Baby	8.0
13	True Story	3.5
14	Family/Stateside Ed.	ne
15	Prevention	– 4.6
16	Playgirl	– 13.2

Net Chg. Ad Revenue

1984 vs. 1983

		$000
1	Cosmopolitan	14,008
2	Vogue	11,364
3	Self	6,993
4	Mademoiselle	6,746
5	Town & Country	5,365
6	Working Woman	4,387
7	Shape	1,295
8	American Baby	723
9	New Woman	712
10	Ladycom	417
11	True Story	375
12	Soap Opera Digest	340
13	Hadassah Magazine	116
14	Family/Stateside Ed.	ne
15	Playgirl	– 210
16	Prevention	– 795
	Total	**51,836**

Avg. Edit. Pgs./Copy

1	Vogue	167
2	Cosmopolitan	136
3	Soap Opera Digest	133
4	Mademoiselle	127
5	Ladycom	121
6	Town & Country	108
7	Self	97
8	Prevention	96
9	Playgirl	83
10	Shape	75
11	New Woman	70
12	True Story	65
13	Family/Stateside Ed.	49
14	American Baby	37
15	Hadassah Magazine	24
16	Working Woman	ne

▶

n/a = not applicable
ne = not estimated

MAGAZINE PROFILES

American Baby

American Baby, Inc.
575 Lexington Avenue
New York, NY 10022
(212) 752-0775
Year founded: 1936
Published: Monthly

Publisher: Alan Goldberg
Advertising Director: Neil Bookman
Other key contacts: Mark Levine, Vice President; Charles Rich, Western Advertising Manager

Editorial Description: American Baby is edited as a guidebook for expectant and new parents, with emphasis on the physical and mental well-being of mother and baby. Articles deal with prenatal and post-natal health; infant care, including physical and emotional health; early learning and pre-nursery school education; plus pictorial features on new goods and services for mother and baby; including maternity and infant fashions, nursery furniture and accessories, wheel goods, toys, cosmetics and toiletries. Its editorial goal is to help young parents with maternal and baby care, and inform them of new developments in related fields.

Member: ABC
Primary SRDS Classification No. 5

Cosmopolitan

Hearst Magazines
224 West 57th Street
New York, NY 10019
(212) 262-7417
Year founded: 1886
Published: Monthly

Publisher: D. Claeys Bahrenburg
Advertising Director: Seth Hoyt
Other key contacts: Reed Foster, Eastern Advertising Manager; Tom Buerger, Midwestern Advertising Manager; Tony Hoyt, Western Advertising Manager

Editorial Description: Cosmopolitan is edited for young women, single or married, and concerns self-improvement, careers, clothes, beauty, travel, entertainment and the arts with special emphasis on the world outside the home. Editorial emphasis is on helping young women realize the very most of themselves.

Member: ABC
Primary SRDS Classification No. 49

Family
(Stateside Edition)

Military Family Communications
9 East 41st Street
New York, NY 10017
(212) 661-6550
Year founded: 1958
Published: Monthly

Publisher: Joseph A. Mugnai, President
Advertising Director: Joseph L. Araneo, Executive Vice President
Other key contacts: Robert Niedrich, Midwest Manager; Joseph R. Mugnai, Special Projects Coordinator

Editorial Description: Family is published for military wives. Articles concern their lifestyle. Contains features on military family life, relocating, apartment decorating, cooking, travel, education, child-rearing, careers, marriage and family health. Special emphasis is placed on money-saving tips and the advantages of shopping military commissaries (supermarkets), exchanges (department stores) and package (liquor) stores. Articles appearing in Family are a combination of material submitted by readers and original material created by Family's editorial staff.

▶

Figures are Folio estimates for the calendar year 1984.

*Over the past five years,
SELF has led all magazines
in readership gains—
No matter how you look at it!**

SELF®

A CONDÉ NAST PUBLICATION

*Source: MRI Spring 1980–Spring 1985

	RANK % Change Adults	% Change ADULTS	RANK % Change Women	% Change Women
SELF	**1**	**95.11%**	**1**	**101.25%**
AMERICAN WAY	2	[illegible]	[illegible]	[illegible]
CHANGING TIMES	3	[illegible]	[illegible]	[illegible]
GENTLEMEN'S QUARTERLY	4	[illegible]	[illegible]	[illegible]
WORKING WOMAN	5	[illegible]	[illegible]	[illegible]
FOOD & WINE	6	[illegible]	[illegible]	[illegible]
GAMES	7	[illegible]	[illegible]	[illegible]
PARADE	8	[illegible]	[illegible]	[illegible]
SOUTHERN LIVING	9	[illegible]	[illegible]	[illegible]
RUNNER'S WORLD	10	[illegible]	[illegible]	[illegible]
4 WHEEL & OFF ROAD	11	[illegible]	[illegible]	[illegible]
BON APPETIT	12	[illegible]	[illegible]	[illegible]
FAMILY WEEKLY	13	[illegible]	[illegible]	[illegible]
MONEY	14	[illegible]	[illegible]	[illegible]
PREVENTION	15	[illegible]	[illegible]	[illegible]
TOWN & COUNTRY	16	[illegible]	[illegible]	[illegible]
SMITHSONIAN	17	[illegible]	[illegible]	[illegible]
FORBES	18	[illegible]	[illegible]	[illegible]
PEOPLE	19	[illegible]	[illegible]	[illegible]
JET	20	[illegible]	[illegible]	[illegible]
GOLF DIGEST	21	[illegible]	[illegible]	[illegible]
WALL STREET JOURNAL	22	[illegible]	[illegible]	[illegible]
SUNDAY MAG NET	23	[illegible]	[illegible]	[illegible]
TRAVEL & LEISURE	24	[illegible]	[illegible]	[illegible]
NATIONAL ENQUIRER	25	[illegible]	[illegible]	[illegible]
TWA AMBASSADOR	26	[illegible]	[illegible]	[illegible]
NEW WOMAN	27	[illegible]	[illegible]	[illegible]
BARRONS	28	[illegible]	[illegible]	[illegible]
OMNI	29	[illegible]	[illegible]	[illegible]
FAMILY HANDYMAN	30	[illegible]	[illegible]	[illegible]
GOLF MAGAZINE	31	[illegible]	[illegible]	[illegible]
ESSENCE	32	[illegible]	[illegible]	[illegible]
ROAD & TRACK	33	[illegible]	[illegible]	[illegible]
EBONY	34	[illegible]	[illegible]	[illegible]
HEALTH	35	[illegible]	[illegible]	[illegible]
HOT ROD	36	[illegible]	[illegible]	[illegible]
GUNS & AMMO	37	[illegible]	[illegible]	[illegible]
U.S. NEWS & WORLD RPT	38	[illegible]	[illegible]	[illegible]
THE STAR	39	[illegible]	[illegible]	[illegible]
NATIONAL GEOGRAPHIC	40	[illegible]	[illegible]	[illegible]
WOMAN'S DAY	41	[illegible]	[illegible]	[illegible]
THE SPORTING NEWS	42	[illegible]	[illegible]	[illegible]
GLAMOUR	43	[illegible]	[illegible]	[illegible]
CYCLE WORLD	44	[illegible]	[illegible]	[illegible]
GOURMET	45	[illegible]	[illegible]	[illegible]
US	46	[illegible]	[illegible]	[illegible]
FIELD & STREAM	47	[illegible]	[illegible]	[illegible]
MOTORCYCLIST	48	[illegible]	[illegible]	[illegible]
TV GUIDE	49	[illegible]	[illegible]	[illegible]
ROLLING STONE	50	[illegible]	[illegible]	[illegible]
FORTUNE	51	[illegible]	[illegible]	[illegible]
SPORTS ILLUSTRATED	52	[illegible]	[illegible]	[illegible]
PARENTS MAGAZINE	53	[illegible]	[illegible]	[illegible]
FAMILY CIRCLE	54	[illegible]	[illegible]	[illegible]
TIME	55	[illegible]	[illegible]	[illegible]
WEIGHT WATCHERS	56	[illegible]	[illegible]	[illegible]
CAR & DRIVER	57	[illegible]	[illegible]	[illegible]
READER'S DIGEST	58	[illegible]	[illegible]	[illegible]
NATION'S BUSINESS	59	[illegible]	[illegible]	[illegible]
VOGUE	60	[illegible]	[illegible]	[illegible]
BUSINESS WEEK	61	[illegible]	[illegible]	[illegible]
LIFE	62	[illegible]	[illegible]	[illegible]
NEW YORK TIMES (DLY)	63	[illegible]	[illegible]	[illegible]
CHICAGO	64	[illegible]	[illegible]	[illegible]
MADEMOISELLE	65	[illegible]	[illegible]	[illegible]
HUNTING	66	[illegible]	[illegible]	[illegible]
GOOD HOUSEKEEPING	67	[illegible]	[illegible]	[illegible]
1,001 HOME IDEAS	68	[illegible]	[illegible]	[illegible]
COSMOPOLITAN	69	[illegible]	[illegible]	[illegible]
SUNSET	70	[illegible]	[illegible]	[illegible]
BETTER HOMES & GARDENS	71	[illegible]	[illegible]	[illegible]
LADIES' HOME JOURNAL	72	[illegible]	[illegible]	[illegible]
NEWSWEEK	73	[illegible]	[illegible]	[illegible]
BRIDE'S MAGAZINE	74	[illegible]	[illegible]	[illegible]
MCCALL'S	75	[illegible]	[illegible]	[illegible]
POPULAR HOT RODDING	76	[illegible]	[illegible]	[illegible]
SPORTS AFIELD	77	[illegible]	[illegible]	[illegible]
TRAVEL HOLIDAY	78	[illegible]	[illegible]	[illegible]
SCIENTIFIC AMERICAN	79	[illegible]	[illegible]	[illegible]
ATLANTIC MONTHLY	80	[illegible]	[illegible]	[illegible]
OUTDOOR LIFE	81	[illegible]	[illegible]	[illegible]
POPULAR SCIENCE	82	[illegible]	[illegible]	[illegible]
NEW YORK TIMES MAGAZINE	83	[illegible]	[illegible]	[illegible]
ORGANIC GARDENING	84	[illegible]	[illegible]	[illegible]
MS	85	[illegible]	[illegible]	[illegible]
AMERICAN BABY	86	[illegible]	[illegible]	[illegible]
HARPER'S BAZAAR	87	[illegible]	[illegible]	[illegible]
ESQUIRE	88	[illegible]	[illegible]	[illegible]
REDBOOK	89	[illegible]	[illegible]	[illegible]
BABY TALK	90	[illegible]	[illegible]	[illegible]
PLAYGIRL	91	[illegible]	[illegible]	[illegible]
PENTHOUSE	92	[illegible]	[illegible]	[illegible]
POPULAR MECHANICS	93	[illegible]	[illegible]	[illegible]
OUI	94	[illegible]	[illegible]	[illegible]
NEW HOME MECHANICS	95	[illegible]	[illegible]	[illegible]
NATURAL HISTORY	96	[illegible]	[illegible]	[illegible]
MOTOR TREND	97	[illegible]	[illegible]	[illegible]
PLAYBOY	98	[illegible]	[illegible]	[illegible]
PSYCHOLOGY TODAY	99	[illegible]	[illegible]	[illegible]
SPORT	100	[illegible]	[illegible]	[illegible]
SKIING	101	[illegible]	[illegible]	[illegible]
SATURDAY EVENING POST	102	[illegible]	[illegible]	[illegible]
TENNIS	103	[illegible]	[illegible]	[illegible]
HOUSE BEAUTIFUL	104	[illegible]	[illegible]	[illegible]
DUN'S BUSINESS MONTH	105	[illegible]	[illegible]	[illegible]
PICKUP VAN & 4 WD	106	[illegible]	[illegible]	[illegible]
STEREO REVIEW	107	[illegible]	[illegible]	[illegible]
THE NEW YORKER	108	[illegible]	[illegible]	[illegible]
NATIONAL LAMPOON	109	[illegible]	[illegible]	[illegible]
NEW YORK MAGAZINE	110	[illegible]	[illegible]	[illegible]
INDUSTRY WEEK	111	[illegible]	[illegible]	[illegible]

WOMEN'S LIFESTYLES

Continued

Average Circulation

1 Prevention	2,928,002
2 Cosmopolitan	2,907,126
3 True Story	1,513,218
4 Mademoiselle	1,187,135
5 Vogue	1,163,962
6 Self	1,077,911
7 New Woman	1,012,153
8 American Baby	1,001,074
9 Soap Opera Digest	820,633
10 Working Woman	677,518
11 Playgirl	625,035
12 Ladycom	503,400
13 Shape	489,904
14 Town & Country	404,336
15 Family/Stateside Ed.	401,797
16 Hadassah Magazine	366,921
Total	**17,080,125**

% Chg. Avg. Circ.

1984 vs. 1983	%
1 Shape	22.0
2 Working Woman	15.7
3 Soap Opera Digest	15.6
4 Town & Country	11.7
5 Prevention	8.6
6 Vogue	4.5
7 Hadassah Magazine	3.6
8 Ladycom	3.0
9 American Baby	0.0
10 Family/Stateside Ed.	ne
11 Mademoiselle	– 0.1
12 Self	– 0.9
13 New Woman	– 1.7
14 Playgirl	– 2.4
15 True Story	– 3.1
16 Cosmopolitan	– 3.5

Net Chg. Avg. Circ.

1984 vs. 1983	
1 Prevention	231,713
2 Soap Opera Digest	110,540
3 Working Woman	91,897
4 Shape	88,255
5 Vogue	49,635
6 Town & Country	42,351
7 Ladycom	14,625
8 Hadassah Magazine	12,656
9 Family/Stateside Ed.	ne
10 American Baby	– 139
11 Mademoiselle	– 1,718
12 Self	– 10,217
13 Playgirl	– 15,587
14 New Woman	– 17,582
15 True Story	– 48,582
16 Cosmopolitan	– 104,064
Total	**443,783**

Avg. Total Pgs./Copy

ad pages + edit. pages	
1 Vogue	456
2 Cosmopolitan	344
3 Mademoiselle	268
4 Town & Country	266
5 Self	193
6 Prevention	169
7 Ladycom	166
8 Soap Opera Digest	145
9 Shape	135
10 True Story	123
11 Playgirl	118
12 New Woman	117
13 Family/Stateside Ed.	90
14 American Baby	77
15 Hadassah Magazine	42
16 Working Woman	ne

Total Revenue

ad rev. + circ. rev.	$000
1 Cosmopolitan	161,591
2 Vogue	102,584
3 Mademoiselle	59,057
4 Prevention	54,799
5 Self	42,936
6 Town & Country	35,881
7 Working Woman	27,854
8 New Woman	25,375
9 True Story	25,200
10 Soap Opera Digest	24,034
11 Playgirl	19,931
12 Shape	13,407
13 American Baby	10,845
14 Hadassah Magazine	6,654
15 Family/Stateside Ed.	4,918
16 Ladycom	4,784
Total	**619,850**

% Chg. Total Revenue

1984 vs. 1983	%
1 Shape	33.3
2 Soap Opera Digest	27.6
3 Working Woman	24.6
4 Town & Country	22.3
5 Self	22.2
6 Mademoiselle	17.3
7 Vogue	15.7
8 Cosmopolitan	12.5
9 Ladycom	9.6
10 American Baby	9.1
11 Prevention	7.5
12 Hadassah Magazine	4.8
13 Playgirl	1.7
14 New Woman	1.4
15 Family/Stateside Ed.	ne
16 True Story	– 0.6

Subscription Revenue

	$000
1 Prevention	35,841
2 True Story	9,907
3 Working Woman	8,333
4 Vogue	8,170
5 Soap Opera Digest	7,751
6 Self	6,086
7 Hadassah Magazine	5,504
8 New Woman	5,220
9 Town & Country	5,200
10 Cosmopolitan	4,859
11 Mademoiselle	3,614
12 Playgirl	3,114
13 Shape	2,135
14 American Baby	1,027
15 Family/Stateside Ed.	0
16 Ladycom	0
Total	**106,761**

% Chg. Sub. Revenue

1984 vs. 1983	%
1 Cosmopolitan	25.4
2 Town & Country	23.0
3 American Baby	21.8
4 Soap Opera Digest	20.0
5 Playgirl	19.2
6 Prevention	14.6
7 Working Woman	14.2
8 Self	5.1
9 Hadassah Magazine	3.6
10 Vogue	2.1
11 New Woman	0.1
12 Family/Stateside Ed.	n/a
13 Ladycom	n/a
14 True Story	– 1.0
15 Mademoiselle	– 2.6
16 Shape	– 11.0

▶

n/a = not applicable
ne = not estimated

MAGAZINE PROFILES

Member: BPA
Primary SRDS Classification No.: 31

Hadassah Magazine

Hadassah, the Women's Zionist Organization of America, Inc.
50 West 58th Street
New York, NY 10019
(212) 303-8014
Year founded: 1921
Published: 10x per year

Advertising Director: Nancy Margolis, Associate Publisher
Other key contacts: Ruth Weinrach, Advertising Coordinator

Editorial Description: Hadassah Magazine is edited for American Jewish readers. Feature articles and photo stories deal with social, economic, educational, political, cultural, and health issues in Israel and the United States, and with Jewish life in countries around the world. Departments include fiction, art, theater and film reviews, book reviews, travel, parenting, and news briefs.

Primary SRDS Classification No. 20

Ladycom

The Military Lifestyle Magazine

Downey Communications, Inc.
1732 Wisconsin Avenue, N.W.
Washington, DC 20007
(202) 944-4000
Year founded: 1969
Published: 10x per year

Publishers: Edward M. and Loretta M. Downey
Advertising Director: George Smith
Other key contacts: Hope Mary Daniels, Editor

Editorial Description: Ladycom recognizes the special lifestyle of the active-duty military family from the perspective of the military wife. Editorial features include such topics as family health, child-rearing, marriage, careers, relocation, beauty, fashion, entertaining, creative homemaking and travel, as they pertain to the life of the military family.

Member: SMA Div. of BPA
Primary SRDS Classification No. 31

Mademoiselle

The Conde Nast Publications Inc.
350 Madison Avenue
New York, NY 10017
(212) 880-8110
Year founded: 1935
Published: Monthly

Publisher: Ronald Galotti
Advertising Director: Richard Kinsler
Other key contacts: Thomas Kehoe, Advertising Manager

Editorial Description: Mademoiselle is edited for the woman 18-34 and addresses the needs of this fast-growing consumer segment with coverage of career topics, fashion, beauty, health, home decorating, travel, entertaining and the arts. Food, alcoholic beverages, automotive, personal finance, home sewing and crafts are treated in regularly scheduled columns. In addition, Mademoiselle publishes in-depth articles on subjects of current interest.

Member: ABC
Primary SRDS Classification No. 50

New Woman

News Group Magazines
215 Lexington Avenue
New York, NY 10016
(212) 685-4790
Year founded: 1971
Published: Monthly

Publisher: Pat Miller

▶

Figures are FOLIO estimates for the calendar year 1984.

WOMEN'S LIFESTYLES

Continued

Avg. Subscrip. Circ.

1	Prevention	2,793,763
2	True Story	1,225,030
3	Working Woman	652,853
4	Self	531,004
5	Vogue	422,214
6	Soap Opera Digest	385,895
7	New Woman	384,604
8	Hadassah Magazine	366,921
9	Mademoiselle	337,661
10	Town & Country	303,452
11	Cosmopolitan	275,177
12	Playgirl	196,063
13	Shape	121,464
14	American Baby	115,665
15	Family/Stateside Ed.	0
16	Ladycom	0
	Total	**8,111,766**

% Chg. Avg. Sub. Circ.

1984 vs. 1983

		%
1	American Baby	29.8
2	Cosmopolitan	23.6
3	Working Woman	16.6
4	Town & Country	13.9
5	Playgirl	12.7
6	Prevention	8.9
7	Soap Opera Digest	5.8
8	Self	4.4
9	Hadassah Magazine	3.6
10	Family/Stateside Ed.	n/a
11	Ladycom	n/a
12	New Woman	0.0
13	True Story	−1.3
14	Vogue	−1.6
15	Mademoiselle	−3.7
16	Shape	−8.1

Net Chg. Avg. Sub. Circ.

1984 vs. 1983

1	Prevention	227,618
2	Working Woman	93,076
3	Cosmopolitan	52,585
4	Town & Country	37,014
5	American Baby	26,557
6	Self	22,282
7	Playgirl	22,051
8	Soap Opera Digest	21,259
9	Hadassah Magazine	12,656
10	New Woman	6
11	Family/Stateside Ed.	n/a
12	Ladycom	n/a
13	Vogue	−7,012
14	Shape	−10,706
15	Mademoiselle	−13,045
16	True Story	−16,070
	Total	**468,271**

Newsstand Revenue

		$000
1	Cosmopolitan	61,588
2	Vogue	27,059
3	Mademoiselle	19,674
4	Playgirl	15,443
5	Soap Opera Digest	14,129
6	New Woman	13,179
7	Self	12,666
8	Shape	8,621
9	True Story	4,323
10	Town & Country	3,632
11	Prevention	2,416
12	Working Woman	691
13	American Baby	0
14	Family/Stateside Ed.	0
15	Hadassah Magazine	0
16	Ladycom	0
	Total	**183,421**

Avg. Newsstand Circ.

1	Cosmopolitan	2,631,949
2	Mademoiselle	849,474
3	Vogue	741,748
4	New Woman	627,550
5	Self	546,907
6	Soap Opera Digest	434,738
7	Playgirl	428,972
8	Shape	368,440
9	True Story	288,188
10	Prevention	134,240
11	Town & Country	100,884
12	Working Woman	24,666
13	American Baby	0
14	Family/Stateside Ed.	0
15	Hadassah Magazine	0
16	Ladycom	0
	Total	**7,177,756**

% Chg. Avg. News. Circ.

1984 vs. 1983

		%
1	Shape	36.7
2	Soap Opera Digest	25.8
3	Vogue	8.3
4	Town & Country	5.6
5	Prevention	3.1
6	Mademoiselle	1.4
7	American Baby	n/a
8	Family/Stateside Ed.	n/a
9	Hadassah Magazine	n/a
10	Ladycom	n/a
11	New Woman	−2.7
12	Working Woman	−4.6
13	Cosmopolitan	−5.6
14	Self	−5.6
15	Playgirl	−8.1
16	True Story	−10.1

Net Chg. Avg. News. Circ.

1984 vs. 1983

1	Shape	98,960
2	Soap Opera Digest	89,281
3	Vogue	56,646
4	Mademoiselle	11,327
5	Town & Country	5,337
6	Prevention	4,095
7	American Baby	n/a
8	Family/Stateside Ed.	n/a
9	Hadassah Magazine	n/a
10	Ladycom	n/a
11	Working Woman	−1,179
12	New Woman	−17,588
13	Self	−32,499
14	True Story	−32,513
15	Playgirl	−37,638
16	Cosmopolitan	−156,649
	Total	**−12,420**

% Chg. News. Revenue

1984 vs. 1983

		%
1	Shape	36.7
2	Soap Opera Digest	33.9
3	Mademoiselle	11.8
4	Working Woman	11.4
5	Vogue	9.7
6	Town & Country	5.6
7	Cosmopolitan	5.2
8	Self	4.1
9	Prevention	3.1
10	Playgirl	0.3
11	American Baby	n/a
12	Family/Stateside Ed.	n/a
13	Hadassah Magazine	n/a
14	Ladycom	n/a
15	New Woman	−2.7
16	True Story	−8.7

n/a = not applicable
ne = not estimated

MAGAZINE PROFILES

Advertising Director: Janice Grossman
Other key contacts: Lori Zelikow, Advertising Manager

Editorial Description: New Woman is a magazine for the thinking woman. Its object is to give guidance, information, a new image and a new way of life to female doers. It is edited to give women examples of new lifestyles, career-and-love kind of life rather than the either or—career or love—choice. Regular features include financial advice, advice on legal rights, divorce, building a business on a shoestring, humor, entertainment, beauty, fashion, travel, female pacesetters in the industry and the professions.

Member: ABC
Primary SRDS Classification No.: 49

Playgirl

Playgirl, Inc.
3420 Ocean Park Boulevard, Suite 3000
Santa Monica, CA 90405
(213) 450-0900
Year founded: 1973
Published: Monthly

Publisher: Ira Ritter
Other key contacts: Pat Sage, Midwest Advertising Manager; Daniel Chiafair, Vice President Advertising

Editorial Description: Playgirl is edited as an entertainment source for women. Articles range from frank discussions on sex to career information, political issues, the arts and entertainment. Fashion, fitness and health are accompanied by lifestyle features including male photography and centerfolds, home entertainment, food and beverages.

Member: ABC

Primary SRDS Classification No. 49

Prevention

Rodale Press, Inc.
33 East Minor Street
Emmaus, PA 18049
(215) 967-5171
Year founded: 1950
Published: Monthly

Publisher: Marshall Ackerman
Advertising Director: Jim Sutherland, Associate Publisher/Advertising
Other key contacts: Cerf Berkley, Advertising Manager
Editorial Description: Prevention, edited under the supervision of an Advisory Board of physicians and nutritionists, is published for the woman whose interest in nutrition, appearance, and exercise is an important force in her life. It provides the latest information about nutrition, fitness techniques, pharmaceutical products, and new medical technologies, in order to help readers improve their personal health initiatives and enable them to be knowledgeable consumers when professional medical aid is desired. Articles cover food products, beauty aids, appliances, travel and other aspects of today's healthy lifestyle

Member: ABC
Primary SRDS Classification No.: 23

Self

The Conde Nast Publications Inc.
350 Madison Avenue
New York, NY 10017
(212) 880-8800
Year founded: 1979
Published: Monthly

Publisher: J. Kevin Madden
Advertising Director: William J. Abbott
Editorial Description: Self is edited for the active woman of the '80's, and concentrates editorially ▶

WOMEN'S LIFESTYLES

Continued

Magazine Profiles

on information designed to assist a busy woman living in two worlds: business and home. Editorial features self-improvement in the areas of health & beauty, diet & nutrition, money management, emotional well-being and entertaining.

Member: ABC

Primary SRDS Classification No. 49

Shape

Shape Magazine, Inc.
21100 Erwin Street
Woodland Hills, CA 91367
(818) 704-8905
Year founded: 1981
Published: Monthly

Publisher: Joe Weider
Advertising Director: Gregg Loria
Other key contacts: Warren Wanderer, Eastern Advertising Manager; Tim Hamill, Midwestern Advertising Manager; Bruce Loria, Western Advertising Manager

Editorial Description: Shape is the fitness lifestyle magazine for women devoted to scientific guidance in nutrition, exercise, physiology, sports and various areas relative to beauty built from the inside out. Regular features are provided by those in the medical, sports, and nutrition world. Shape is written for today's physically active woman.

Member: ABC

Primary SRDS Classification No. 49

Soap Opera Digest

Network Publishing Corporation
254 West 31st Street
New York, NY 10001
(212) 947-6300
Year founded: 1976
Published: Biweekly

Publisher: Marc T. Liu
Advertising Director: Rachel Britapaga

Editorial Description: Soap Opera Digest offers insight into the emotions, thoughts and relationships of people. Interviews and feature stories explore how people interact. Soap Opera Digest also synopsizes the shows, and gives in depth, behind the scenes reports on the daytime industry and its participants.

Member: ABC

Primary SRDS Classification No. 49

Town & Country

Hearst Magazines
1700 Broadway
New York, NY 10019
(212) 903-5000
Year founded: 1846
Published: Monthly

Publisher: Frederick Jackson
Advertising Director: Marcia Miller
Other key contacts: Mark Neider, Director of Marketing

Editorial Description: Town & Country Magazine is a service publication for the affluent, covering a wide range of the interests of these people. Predominant among these interests are travel, the home, personalities, fashion, beauty, cultural areas, gourmet foods and liquors, and social happenings.

Member: ABC

Primary SRDS Classification No. 22

True Story

Macfadden Women's Group
215 Lexington Avenue
New York, NY 10016
(212) 340-7500
Year founded: 1919
Published: Monthly

Publisher: John J. Fitzpatrick, Vice President

Editorial Description: True Story magazine is edited as a full service magazine for the young working class woman, and its stories reflect her world. In addition to story editorial, regular service features include recipes and food preparation, beauty and grooming, home management, child care, personal advice columns and health articles.

Member: ABC

Primary SRDS Classification No. 49

Vogue

The Conde Nast Publications Inc.
350 Madison Avenue
New York, NY 10017
(212) 880-8800
Year founded: 1892
Published: Monthly

Publisher: Richard A. Shortway
Advertising Director: David Rubin
Other key contacts: Norman Waterman, Advertising Manager

Editorial Description: Vogue is edited for the woman who considers fashion a way of life. The magazine's editorial pages cover fashion, beauty, health, fitness, travel, the arts, money, food, entertaining and home furnishings. Vogue also features interviews and articles by contributing writers.

Member: ABC

Primary SRDS Classification No. 49

Working Woman

Hal Publications, Inc.
342 Madison Avenue
New York, NY 10173
(212) 309-9800
Year founded: 1976
Published: Monthly

Publisher: Carol A. Taber
Advertising Director: Beth E. Sullivan
Other key contacts: Matthew D. Roberts, Marketing Director

Editorial Description: Working Woman is edited for women who are in management careers, in business. Contents include a special section devoted to entrepreneurs, as well as articles on business news, business and economic trends, technology, law, politics, current issues, finance, investment options, career fields, management, the social and behavioral sciences, travel and other lifestyle editorial as well as fashion, health and entertaining.

Member: ABC

Primary SRDS Classification No. 49

THE MAGNET
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☐ FLYING ☐ BOATING ☐ AUDIO ☐ POPULAR PHOTOGRAPHY
☐ CYCLE ☐ CAR & DRIVER ☐ STEREO REVIEW ☐ CYCLE WORLD

Women's Service

Market Highlights

CIRCULATION:

SISTERS SLIP SLIGHTLY BUT STILL DOMINATE

Although the Seven Sisters slip a bit (biggest loss 4.5%) in overall circulation, their tremendous numbers put this market at number two in The FOLIO:400. Three smaller books in the market, *Crafts* (up 31.5%), *Country Living* (up 29.6%) and *Working Mother* (up 15%) serve considerably more women than they did last year. Two of the Seven Sisters push subs up dramatically. *Family Circle* increases its sub circ 77.9%. *Woman's Day* adds 36.5% more subscribers to its list.

AD PAGES:

SMALLER BOOKS POST BIGGEST GAINS

Five Sisters add pages versus 1983, led by *Better Homes and Gardens* (up 9%). But the top growth belongs to two smaller books: *Country Living* (25%) and *Crafts* (17.2%). The market adds over 700 pages. *Good Housekeeping* remains ad page leader with 2,032 pages in '84, but *Family Circle* narrows the gap from first to second place to 229 pages.

REVENUE:

MARKET TOPS $1.4 BILLION MARK; ALL TITLES GAIN

The market pulls in nearly a *billion and a half dollars* in 1984, making it the fourth-biggest earner in The FOLIO: 400. Six books increase total revenue by more than 10%. *Family Circle* and *Woman's Day* drive up sub dollars dramatically: *FC* 94.9% and *WD* 50.7%.

Twelve titles swell ad coffers in the double digits, led by *Country Living* (71.5%), *Crafts* (48.5%) and *Working Mother* (30.2%). Least productive revenue source: newsstand. Still, *Crafts, CL* and *Good Housekeeping* post solid increases.

A SELF PORTRAIT.

"The last thing I want is the same 'look' day-in and day-out. So my make-up runs the spectrum. From bright new fashion colors to more subtle earth tones.

"What has SELF® shown me about beauty? For one thing, never hesitate when I have the urge to experiment.

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SELF
BARE-BODY POISE
CLASSY, PRETTY LOOKS

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WOMEN'S SERVICE

Ad Pages

1	Good Housekeeping	2,032
2	Family Circle	1,803
3	Woman's Day	1,527
4	Better Homes and Gardens	1,499
5	Ladies' Home Journal	1,262
6	McCall's	1,193
7	Redbook	1,176
8	Essence	1,015
9	Parents	1,002
10	Working Mother	872
11	Country Living	796
12	Crafts Magazine	770
13	New Woman	564
14	American Baby	485
15	Creative Ideas f. Living	471
16	The Workbasket	386
	Total	**16,853**

% Chg. Ad Pages

	1984 vs. 1983	%
1	Country Living	25.0
2	Crafts Magazine	17.2
3	Better Homes and Gardens	9.0
4	Parents	8.8
5	Ladies' Home Journal	8.5
6	McCall's	7.8
7	American Baby	7.7
8	Working Mother	7.6
9	Redbook	7.1
10	Creative Ideas f. Living	6.1
11	Essence	4.9
12	Family Circle	0.9
13	New Woman	0.5
14	The Workbasket	– 2.8
15	Good Housekeeping	– 3.1
16	Woman's Day	– 4.8

Net Chg. Ad Pages

	1984 vs. 1983	
1	Country Living	160
2	Better Homes and Gardens	123
3	Crafts Magazine	113
4	Ladies' Home Journal	99
5	McCall's	86
6	Parents	81
7	Redbook	78
8	Working Mother	62
9	Essence	48
10	American Baby	35
11	Creative Ideas f. Living	27
12	Family Circle	16
13	New Woman	3
14	The Workbasket	– 11
15	Good Housekeeping	– 64
16	Woman's Day	– 77
	Total	**779**

Avg. Ad Pages/Copy

1	Good Housekeeping	169
2	Better Homes and Gardens	125
3	Family Circle	106
4	Ladies' Home Journal	105
5	Woman's Day	102
6	McCall's	99
7	Redbook	98
8	Essence	85
9	Parents	84
10	Working Mother	73
11	Country Living	66
12	Crafts Magazine	64
13	New Woman	47
14	American Baby	40
15	Creative Ideas f. Living	39
16	The Workbasket	39

Ad Revenue

		$000
1	Good Housekeeping	133,313
2	Family Circle	130,692
3	Better Homes and Gardens	126,134
4	Woman's Day	110,367
5	McCall's	76,274
6	Ladies' Home Journal	66,537
7	Redbook	53,095
8	Parents	31,016
9	Country Living	15,942
10	Essence	13,383
11	Working Mother	11,016
12	American Baby	9,818
13	New Woman	6,976
14	Creative Ideas f. Living	5,400
15	The Workbasket	2,464
16	Crafts Magazine	2,233
	Total	**794,660**

% Chg. Ad Revenue

	1984 vs. 1983	%
1	Country Living	71.5
2	Crafts Magazine	48.5
3	Working Mother	30.2
4	Creative Ideas f. Living	20.0
5	Redbook	19.3
6	Parents	18.7
7	McCall's	18.5
8	Ladies' Home Journal	15.9
9	Better Homes and Gardens	15.7
10	New Woman	11.4
11	Family Circle	10.0
12	Essence	8.4
13	American Baby	8.0
14	The Workbasket	6.7
15	Good Housekeeping	4.9
16	Woman's Day	4.5

Net Chg. Ad Revenue

	1984 vs. 1983	$000
1	Better Homes and Gardens	17,124
2	McCall's	11,931
3	Family Circle	11,924
4	Ladies' Home Journal	9,119
5	Redbook	8,599
6	Country Living	6,645
7	Good Housekeeping	6,217
8	Parents	4,881
9	Woman's Day	4,722
10	Working Mother	2,552
11	Essence	1,037
12	Creative Ideas f. Living	900
13	American Baby	723
14	Crafts Magazine	729
15	New Woman	712
16	The Workbasket	154
	Total	**87,969**

Avg. Edit. Pgs./Copy

1	Good Housekeeping	140
2	Creative Ideas f. Living	106
3	Redbook	98
4	Better Homes and Gardens	91
5	Country Living	91
6	Family Circle	87
7	Ladies' Home Journal	87
8	McCall's	82
9	Woman's Day	81
10	Parents	75
11	New Woman	70
12	Essence	68
13	Working Mother	60
14	Crafts Magazine	59
15	The Workbasket	39
16	American Baby	37

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☐ FLYING ☐ BOATING ☐ AUDIO ☐ POPULAR PHOTOGRAPHY
☐ CYCLE ☐ CAR & DRIVER ☐ STEREO REVIEW ☐ CYCLE WORLD

Figures are Folio estimates for the calendar year 1984.

WOMEN'S SERVICE

Continued

Average Circulation

1	Better Homes and Gardens	8,031,119
2	Family Circle	6,964,366
3	Woman's Day	6,676,726
4	McCall's	6,267,710
5	Good Housekeeping	5,240,543
6	Ladies' Home Journal	5,089,445
7	Redbook	3,974,470
8	The Workbasket	1,784,061
9	Parents	1,687,139
10	Country Living	1,251,870
11	New Woman	1,012,153
12	American Baby	1,001,074
13	Creative Ideas f. Living	737,390
14	Essence	700,395
15	Working Mother	518,009
16	Crafts Magazine	498,255
	Total	**51,434,725**

% Chg. Avg. Circ.

	1984 vs. 1983	%
1	Crafts Magazine	31.5
2	Country Living	29.6
3	Working Mother	15.0
4	Creative Ideas f. Living	3.8
5	Redbook	0.6
6	American Baby	0.0
7	Better Homes and Gardens	0.0
8	Essence	0.0
9	Parents	-0.4
10	McCall's	-0.8
11	New Woman	-1.7
12	Ladies' Home Journal	-2.6
13	The Workbasket	-2.7
14	Good Housekeeping	-3.1
15	Family Circle	-4.0
16	Woman's Day	-4.5

Net Chg. Avg. Circ.

	1984 vs. 1983	
1	Country Living	286,218
2	Crafts Magazine	119,273
3	Working Mother	67,625
4	Creative Ideas f. Living	26,773
5	Redbook	23,443
6	Essence	158
7	American Baby	-139
8	Better Homes and Gardens	-1,254
9	Parents	-6,766
10	New Woman	-17,582
11	The Workbasket	-49,673
12	McCall's	-50,084
13	Ladies' Home Journal	-137,131
14	Good Housekeeping	-166,416
15	Family Circle	-287,165
16	Woman's Day	-313,123
	Total	**-505,843**

Avg. Total Pgs./Copy

	ad pages + edit. pages	
1	Good Housekeeping	309
2	Better Homes and Gardens	216
3	Redbook	196
4	Family Circle	194
5	Ladies' Home Journal	192
6	McCall's	182
7	Woman's Day	182
8	Parents	159
9	Country Living	158
10	Essence	152
11	Creative Ideas f. Living	146
12	Working Mother	132
13	Crafts Magazine	123
14	New Woman	117
15	The Workbasket	78
16	American Baby	77

Total Revenue

	ad rev. + circ. rev.	$000
1	Family Circle	221,980
2	Good Housekeeping	221,743
3	Better Homes and Gardens	204,949
4	Woman's Day	198,491
5	McCall's	142,268
6	Ladies' Home Journal	136,600
7	Redbook	92,662
8	Parents	49,443
9	Country Living	37,606
10	New Woman	25,375
11	Essence	21,480
12	Working Mother	17,380
13	Creative Ideas f. Living	12,758
14	American Baby	10,845
15	The Workbasket	10,290
16	Crafts Magazine	10,116
	Total	**1,413,986**

% Chg. Total Revenue

	1984 vs. 1983	%
1	Country Living	43.8
2	Crafts Magazine	37.1
3	Working Mother	31.2
4	Better Homes and Gardens	14.3
5	Parents	11.4
6	Redbook	10.2
7	American Baby	9.1
8	Creative Ideas f. Living	8.7
9	McCall's	7.4
10	Essence	6.9
11	Ladies' Home Journal	6.6
12	Family Circle	6.3
13	Good Housekeeping	5.8
14	Woman's Day	5.3
15	New Woman	1.4
16	The Workbasket	0.5

Subscription Revenue

		$000
1	Better Homes and Gardens	69,052
2	McCall's	52,298
3	Ladies' Home Journal	52,115
4	Good Housekeeping	45,466
5	Redbook	27,692
6	Parents	16,530
7	Country Living	11,360
8	The Workbasket	7,531
9	Creative Ideas f. Living	6,632
10	Working Mother	5,978
11	New Woman	5,220
12	Crafts Magazine	4,612
13	Essence	4,482
14	Family Circle	3,093
15	American Baby	1,027
16	Woman's Day	906
	Total	**313,994**

% Chg. Sub. Revenue

	1984 vs. 1983	%
1	Family Circle	94.9
2	Woman's Day	50.7
3	Working Mother	40.9
4	Country Living	36.6
5	Crafts Magazine	34.2
6	American Baby	21.8
7	Better Homes and Gardens	15.0
8	Creative Ideas f. Living	4.6
9	Good Housekeeping	2.6
10	Essence	1.3
11	Parents	1.0
12	New Woman	0.1
13	The Workbasket	-0.8
14	Redbook	-2.3
15	Ladies' Home Journal	-3.0
16	McCall's	-4.3

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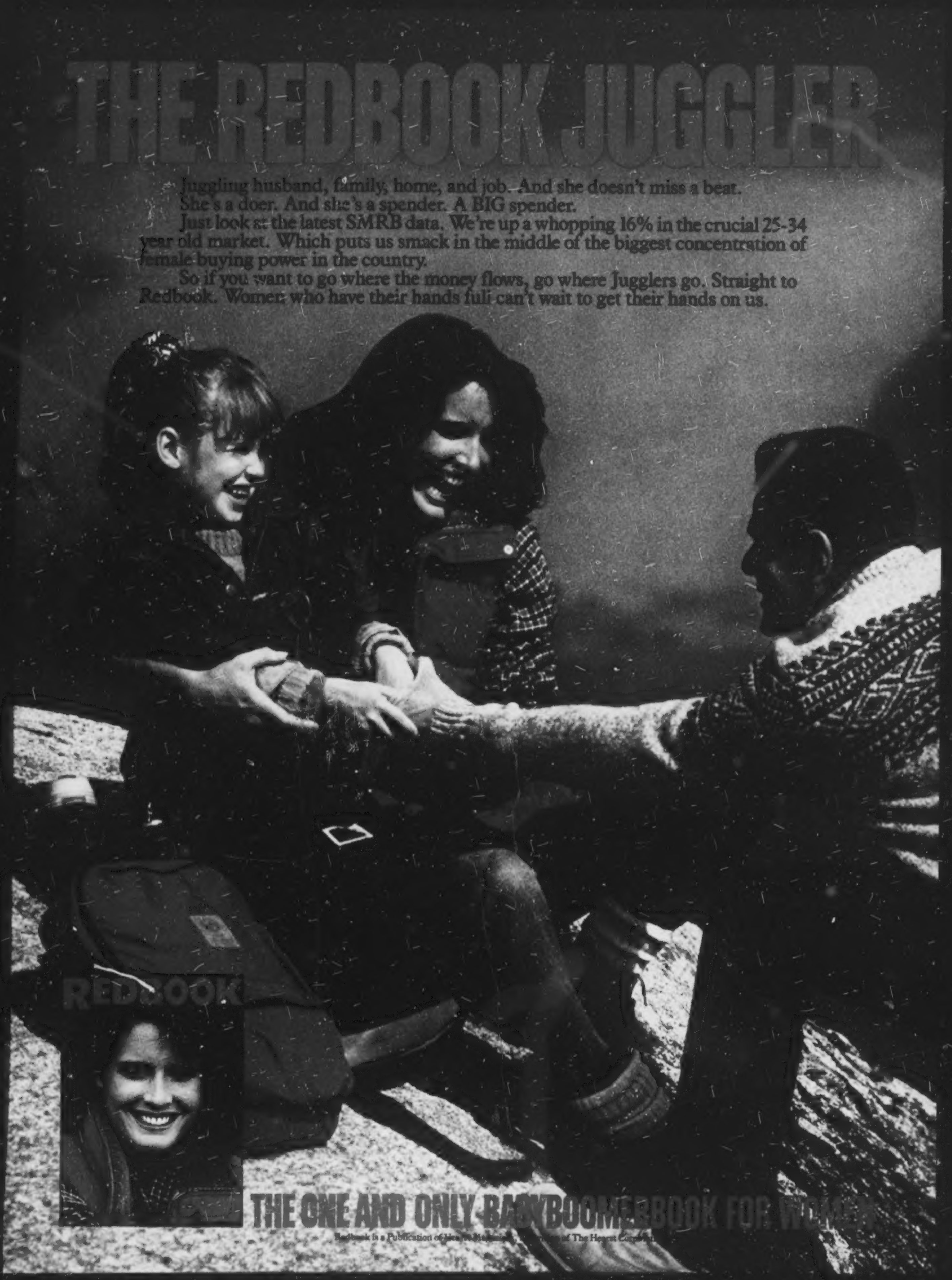
Figures are FOLIO estimates for the calendar year 1984.



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Just look at the latest SMRB data. We're up a whopping 16% in the crucial 25-34 year old market. Which puts us smack in the middle of the biggest concentration of female buying power in the country.

So if you want to go where the money flows, go where Jugglers go. Straight to Redbook. Women who have their hands full can't wait to get their hands on us.

THE ONE AND ONLY BABYBOOMERBOOK FOR WOMEN

Redbook is a Publication of Hearst Magazines, a Division of The Hearst Corporation

WOMEN'S SERVICE

Continued

Avg. Subscrip. Circ.

1	Better Homes and Gardens	7,488,786
2	McCall's	5,506,841
3	Ladies' Home Journal	4,092,310
4	Good Housekeeping	3,404,491
5	Redbook	3,314,733
6	The Workbasket	1,754,636
7	Parents	1,595,488
8	Country Living	811,524
9	Creative Ideas f. Living	702,795
10	Working Mother	501,539
11	Essence	491,224
12	New Woman	384,604
13	Crafts Magazine	345,974
14	Family Circle	226,784
15	American Baby	115,665
16	Woman's Day	69,246
	Total	**30,806,640**

% Chg. Avg. Sub. Circ.

1984 vs. 1983		%
1	Family Circle	77.9
2	Woman's Day	36.5
3	Country Living	35.1
4	Crafts Magazine	30.9
5	American Baby	29.8
6	Working Mother	17.4
7	Creative Ideas f. Living	5.9
8	Essence	2.6
9	Better Homes and Gardens	0.4
10	Parents	0.4
11	New Woman	0.0
12	Redbook	– 0.4
13	Good Housekeeping	– 0.8
14	McCall's	– 1.1
15	The Workbasket	– 2.4
16	Ladies' Home Journal	– 4.5

Net Chg. Avg. Sub. Circ.

1984 vs. 1983		
1	Country Living	210,619
2	Family Circle	99,280
3	Crafts Magazine	81,723
4	Working Mother	74,358
5	Creative Ideas f. Living	38,918
6	Better Homes and Gardens	27,638
7	American Baby	26,557
8	Woman's Day	18,507
9	Essence	12,669
10	Parents	5,676
11	New Woman	6
12	Redbook	– 11,712
13	Good Housekeeping	– 26,845
14	The Workbasket	– 43,093
15	McCall's	– 61,181
16	Ladies' Home Journal	– 190,839
	Total	**262,281**

Newsstand Revenue

		$000
1	Family Circle	88,195
2	Woman's Day	87,219
3	Good Housekeeping	42,964
4	Ladies' Home Journal	17,948
5	McCall's	13,696
6	New Woman	13,179
7	Redbook	11,875
8	Country Living	10,304
9	Better Homes and Gardens	9,762
10	Essence	3,614
11	Crafts Magazine	3,271
12	Parents	1,897
13	Creative Ideas f. Living	727
14	Working Mother	385
15	The Workbasket	294
16	American Baby	0
	Total	**305,330**

Avg. Newsstand Circ.

1	Family Circle	6,737,582
2	Woman's Day	6,607,480
3	Good Housekeeping	1,836,053
4	Ladies' Home Journal	997,135
5	McCall's	760,869
6	Redbook	659,737
7	New Woman	627,550
8	Better Homes and Gardens	542,334
9	Country Living	440,346
10	Essence	209,171
11	Crafts Magazine	152,281
12	Parents	91,651
13	Creative Ideas f. Living	34,596
14	The Workbasket	29,425
15	Working Mother	16,470
16	American Baby	0
	Total	**19,742,680**

% Chg. Avg. News. Circ.

1984 vs. 1983		%
1	Crafts Magazine	32.7
2	Country Living	20.7
3	Ladies' Home Journal	5.7
4	Redbook	5.6
5	McCall's	1.5
6	American Baby	0.0
7	New Woman	– 2.7
8	Woman's Day	– 4.8
9	Better Homes and Gardens	– 5.1
10	Family Circle	– 5.4
11	Essence	– 5.6
12	Good Housekeeping	– 7.1
13	Parents	– 12.0
14	The Workbasket	– 18.3
15	Creative Ideas f. Living	– 26.0
16	Working Mother	– 29.0

Net Chg. Avg. News. Circ.

1984 vs. 1983		
1	Country Living	75,599
2	Ladies' Home Journal	53,709
3	Crafts Magazine	37,549
4	Redbook	35,155
5	McCall's	11,096
6	American Baby	n/a
7	The Workbasket	– 6,580
8	Working Mother	– 6,733
9	Creative Ideas f. Living	– 12,146
10	Parents	– 12,442
11	Essence	– 12,512
12	New Woman	– 17,588
13	Better Homes and Gardens	– 28,892
14	Good Housekeeping	– 139,572
15	Woman's Day	– 331,630
16	Family Circle	– 386,445
	Total	**– 741,432**

% Chg. News. Revenue

1984 vs. 1983		%
1	Crafts Magazine	34.2
2	Country Living	20.7
3	Good Housekeeping	12.6
4	Essence	8.7
5	Woman's Day	6.1
6	Ladies' Home Journal	5.7
7	Redbook	5.6
8	McCall's	1.5
9	Parents	1.2
10	American Baby	0.0
11	Family Circle	– 0.2
12	New Woman	– 2.7
13	Better Homes and Gardens	– 5.1
14	The Workbasket	– 11.1
15	Creative Ideas f. Living	– 19.3
16	Working Mother	– 29.0

▶

MAGAZINE PROFILES

American Baby

American Baby, Inc.
575 Lexington Avenue
New York, NY 10022
(212) 752-0775
Year founded: 1936
Published: Monthly

Publisher: Alan Goldberg
Advertising Director: Neil Bookman
Other key contacts: Mark Levine, Vice President; Charles Rich, Western Advertising Manager

Editorial Description: American Baby is edited as a guidebook for expectant and new parents, with emphasis on the physical and mental well-being of mother and baby. Articles deal with pre-natal and post-natal health; infant care, including physical and emotional health; early learning and pre-nursery school education; plus pictorial features on new goods and services for mother and baby; including maternity and infant fashions, nursery furniture and accessories, wheel goods, toys, cosmetics and toiletries. Its editorial goal is to help young parents with maternal and baby care, and inform them of new developments in related fields.

Primary SRDS Classification No. 5

Better Homes and Gardens

Meredith Corporation
Locust at 17th
Des Moines, IA 50336
(515) 284-3000
Year founded: 1922
Published: Monthly

Publisher: J. Wesley Silk
Advertising Director: Lennox E. H. Stuart
Other key contacts: Del Rusher, Associate Publisher; Terry Unsworth, Director of Publishing Services

Editorial Description: Better Homes and Gardens is edited for husbands and wives who have a serious interest in home and family as the focal point of their lives. Better Homes and Gardens covers in-depth these home and family subjects: food and appliances, building and handyman, decorating, family money management, gardening, travel, health, cars in your family, home and family entertainment, new product information and shopping.

Member: ABC, PIB, MPA

Primary SRDS Classification No. 24

Country Living

Hearst Magazines
1700 Broadway
New York, NY 10019
(212) 262-5700
Year founded: 1978
Published: Monthly

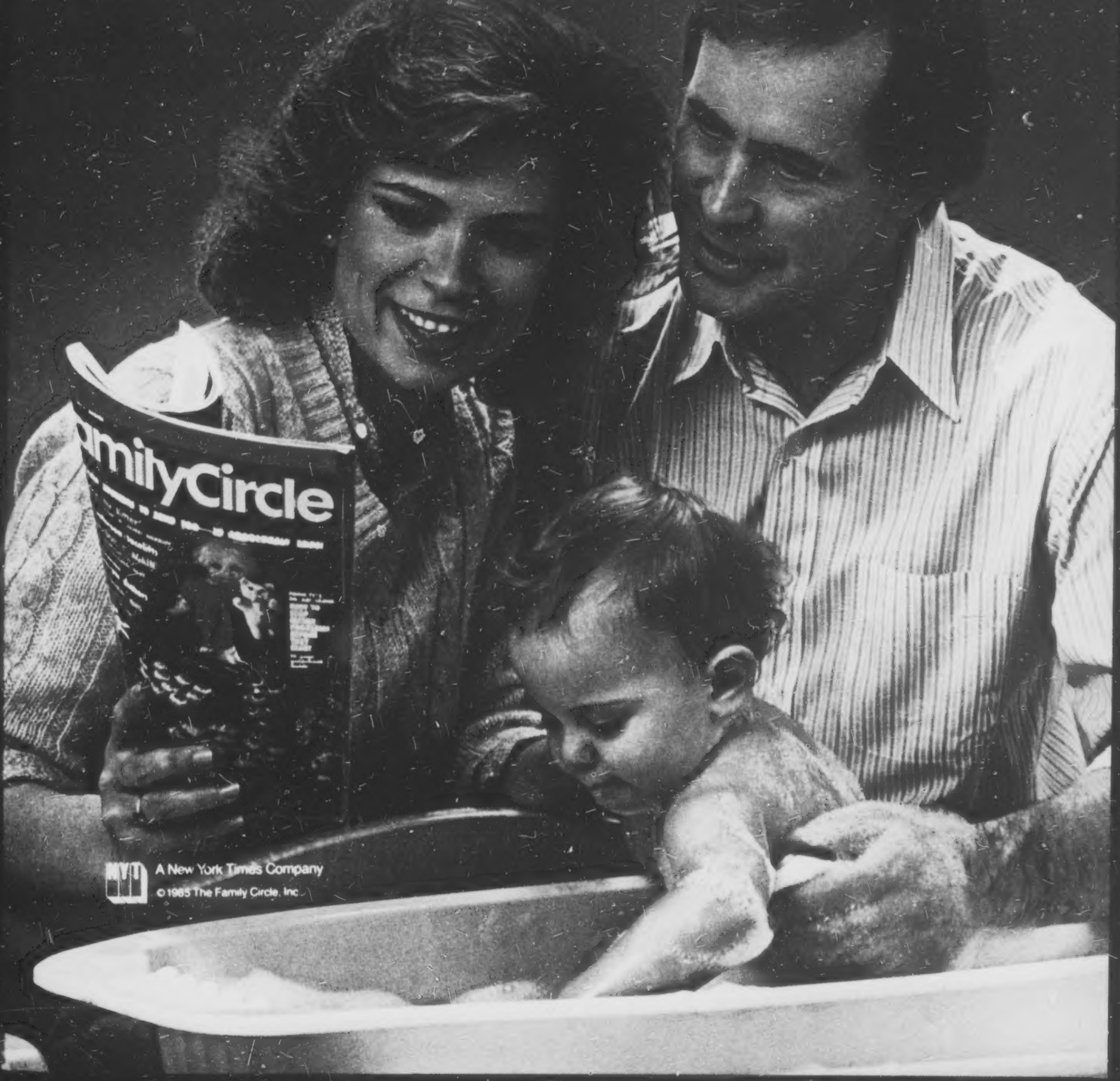
Publisher: Richard Sarno
Advertising Director: Louis G. Pepe
Other key contacts: Victoria Lasdon, New York Manager; Peter L. Miller, Midwestern Manager; Owen C. Buckley, Western Manager

Editorial Description: Country Living is a home-service magazine edited for suburban and city dwellers, who want to create the warmth and charm of a country lifestyle. Articles range from decorating with antiques and reproductions to buying an old home, building a new home to cooking country cuisine. Country cooking, kitchen planning, home entertainment, decorating, creative crafts, energy conservation, gardening, interior design, real estate and house plans to buy are included in each issue. Regular contributors write on food and wine, furniture refinishing and decorating, travel and home remodeling. Previews of products available in today's market to create a "country look" are regularly featured.
Member: ABC
Primary SRDS Classification No. 24 ▶

Figures are FOLIO estimates for the calendar year 1984.

FamilyCircle.
Just for the help of it!

Bringing up baby takes *both* parents – and all the help they can get. Family Circle helps with the latest news on raising a healthy, happy child. We're there for women in countless other ways, too. We help them keep their waistlines trim. Their clothes current. Their resumes up-to-date. We help clear the air on environmental issues. That's why six to eight million women go out and buy each issue at retail. We *know* our readers want us. *Need* us. Each and every issue. Our advertisers know it, too. They know that more women act on what they read in Family Circle than any other magazine. Family Circle not only helps babies grow. We help our advertisers grow, too.



A New York Times Company

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Crafts Magazine

PJS Publications, Inc.
P.O. Box 1790
Peoria, IL 61656
(309) 682-6626
Year founded: 1978
Published: Monthly

Publisher: Jerry R. Constantino
Advertising Director: Art Setterlund
Other key contacts: Terry Bredenberg, Executive Advertising Director

Editorial Description: Crafts Magazine is edited for the crafts enthusiast and for the person just getting interested in crafts. Editorial content emphasizes new and varied how-to projects on crafts for the home or for personal use or wear, made from products generally available in craft supply stores. Other types of articles include: buying and using different craft products to improve craft knowledge and skills; special craft techniques; projects for children and adult groups. Departments: new products and new books.

Member: ABC

Primary SRDS Classification No. 11

Creative Ideas for Living

Southern Progress Corporation
500 Office Park Drive
P.O. Box 2522
Birmingham, AL 35201
(205) 877-6470
Year founded: 1969
Published: Monthly

Publisher: Richard M. Fontana, Jr.
Advertising Director: Howard Gurian
Other key contacts: Linda James, New York Advertising Manager; Chris Lordots, Chicago Advertising Manager; Lynn Theard, Los Angeles Advertising Manager; Sandra Russell, West Mail Order; Debbie Mignucci, East Mail Order

Editorial Description: Creative Ideas for Living is a visual demonstration of crafts used in home decorating, fashion sewing, creative cooking and gift giving. It is edited for the creative individual who seeks to express his/her individuality through crafts. Featured crafts include knitting, crochet, cross-stitch, and other needlecrafts, quilting, sewing, woodworking, painting, decorative finishes, crafts with natural material and more. Readers are guided step-by-step through each project, then shown how to use the finished project in a room setting, for gift giving or entertaining, or in the wardrobe. "Worth A Try," "Hot Line," "Shopping Information," etc., provide product sources plus advice for the creative "Do-it-yourselfer."

Member: ABC

Primary SRDS Classification No. 11

Essence

Essence Communications, Inc.
1500 Broadway
New York, NY 10036
(212) 730-4260
Year founded: 1970
Published: Monthly

Publisher: Ed Lewis
Advertising Director: Dinah Robinson
Other key contacts: Clarence O. Smith, President

Editorial Description: Essence is the magazine for today's Black woman. Edited for career-minded, sophisticated and independent achievers, Essence's editorial is dedicated to helping its readers attain their maximum potential in various lifestyles and roles. The editorial content includes career and educational opportunities; fashion and beauty; investing and money management; health and fitness; parenting; information on home decorating and food; travel; cultural reviews; fiction; and profiles of achievers and celebrities.

Member: ABC

Primary SRDS Classification No. 49

Family Circle

The Family Circle Inc.
488 Madison Avenue
New York, NY 10022
(212) 593-8000
Year founded: 1932
Published: 17x per year

Publisher: Thomas C. Redd, Senior Vice President
Advertising Director: James Fraguella, Vice President
Other key contacts: Susan Baron, Eastern Advertising Sales Manager; Pamela Johnson, Midwestern Advertising Sales Manager; Hal Shields, New York Advertising Sales Manager

Editorial Description: Family Circle is primarily a service magazine covering major areas of interest to women, such as food, home, decorating, good looks, health, child care, money management, family relationships, crafts, travel and careers. It provides ideas and information in these areas with the aim of being useful and instructive.

Member: ABC

Primary SRDS Classification No. 49

Good Housekeeping

Hearst Magazines
959 Eighth Avenue
New York, NY 10019
(212) 262-5700
Year founded: 1885
Published: Monthly

Publisher: Louis E. Porterfield
Advertising Director: William T. Hunt
Other key contacts: Raymond J. Peterson, Publishing Director

Editorial Description: Good Housekeeping is edited primarily for homemakers. Interests: food, fashion, beauty, decorating, household appliances, needlecrafts, home maintenance, diet, health, interpersonal relations in and outside the home, social problems, personalities, fiction, current affairs. Regular column subjects include psychological self-help, etiquette, medicine, and consumer problems. Plus The Better Way, a special section of hard-fact information.

Member: ABC

Primary SRDS Classification No. 49

Ladies' Home Journal

Family Media, Inc.
3 Park Avenue
New York, NY 10016
(212) 340-9200
Year founded: 1883
Published: Monthly

Publisher: Robert D. Thomas
Advertising Director: Gregory W. Dunn
Other key contacts: Mitch Lurin, Director of Marketing Services

Editorial Description: Ladies' Home Journal is edited for today's woman, addressing the challenges she actively faces in her multifaceted life. Each issue has a wide spectrum of service and feature material including food, decorating, health and diet, beauty and fashion, child care, as well as articles, fiction, reportage, book excerpts, personality profiles and interviews, and stories of human interest and personal fulfillment. Regular features include "Can This Marriage Be Saved?," "A Woman Today," "Medinews," and "Money News."

Member: ABC

Primary SRDS Classification No. 49

McCall's

The McCall Publishing Company
230 Park Avenue
New York, NY 10169
(212) 551-9500
Year founded: 1876
Published: Monthly

Publisher: Raymond Eyes
Advertising Director: Frank Zilla

Editorial Description: McCall's is edited for the contemporary woman. It keeps her up-to-date in every facet of her life—from the very personal questions of human relations to the last minute word on career, politics, finance and health. Each issue features food, beauty, fashion and home management service, fiction, book excerpts and in-depth profiles of personalities in the news.

Member: ABC

Primary SRDS Classification No. 49

New Woman

News Group Magazines
215 Lexington Avenue
New York, NY 10016
(212) 685-4790
Year founded: 1971
Published: Monthly

Publisher: Pat Miller
Advertising Director: Janice Grossman
Other key contacts: Lori Zelikow, Advertising Manager

Editorial Description: New Woman is a magazine for the thinking woman. Its object is to give guidance, information, a new image and a new way of life to female doers. It is edited to give women examples of new lifestyles, career-and-love kind of life rather than the either or—career or love—choice. Regular features include financial advice, advice on legal rights, divorce, building a business on a shoestring, humor, entertainment, beauty, fashion, travel, female pacesetters in industry and the professions.

Member: ABC

Primary SRDS Classification No.: 49

Parents

Gruner + Jahr USA Publishing
685 Third Avenue
New York, NY 10017
(212) 878-8700
Year founded: 1926
Published: Monthly
Publisher: John G. Hahn
Advertising Director: Vincent DePierro ▶

the eighth sister

great body
Savvy
Breaking Through To the Top
73 Women Ready to Run Corporate America
McCall's
GET TRIM NOW!
how to dress right
REDBOOK
HOW TO OPEN UP A CLOSED MAN
New Woman
Ms
WOMEN—A NEW SUPERPOWER?
QUICK HITS!
SEX ETIQUETTE
ESSENCE

Completes the women's magazine puzzle.

You've been sold the idea that if you put your advertising in a select group of women's magazines you'll reach all the women worth reaching, right?

Wrong!

Want a bigger return on your advertising investment?

Simple.

Include ESSENCE in your next women's magazine buy.

ESSENCE®
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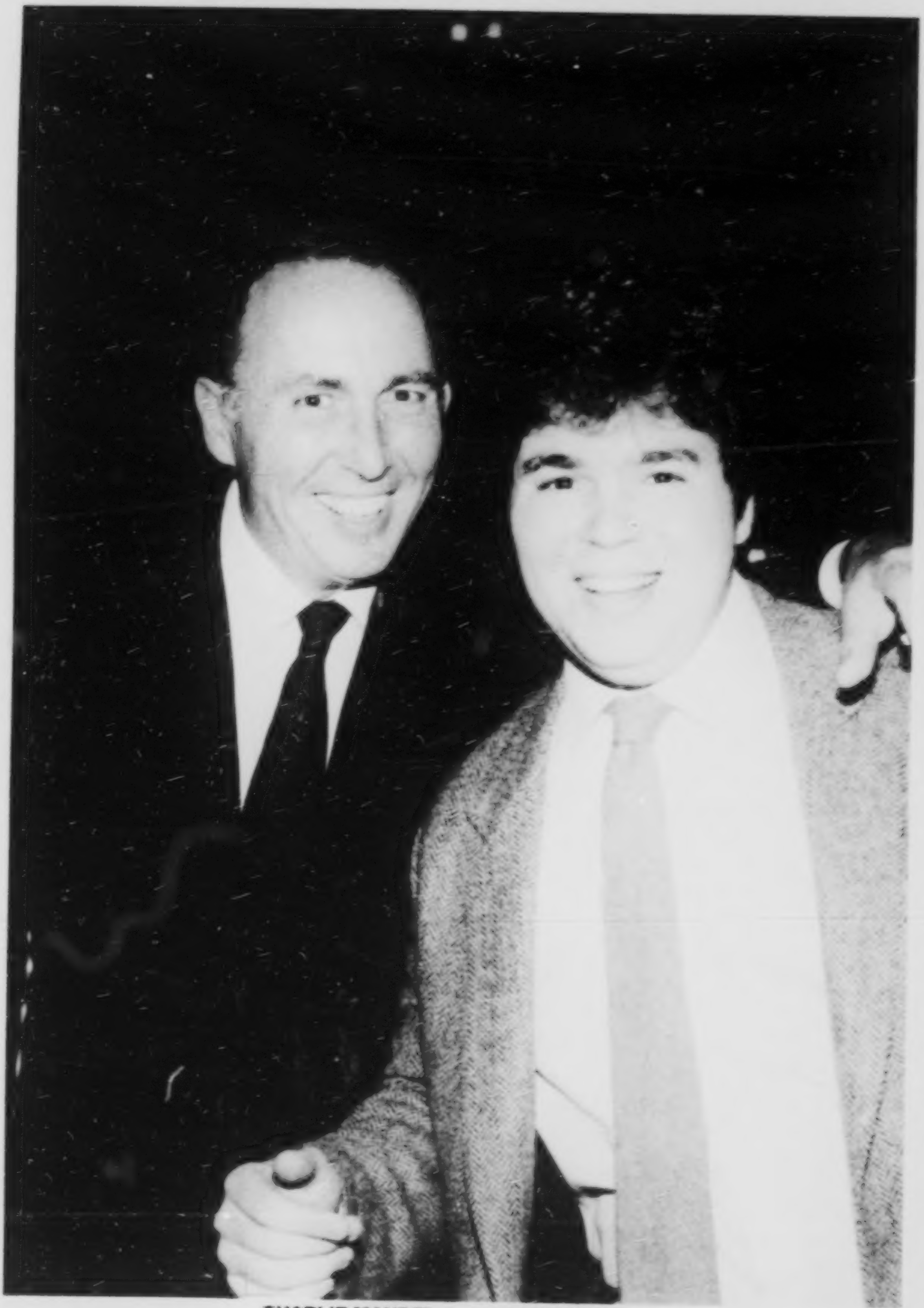

CHARLIE MANDEL MARC MANDEL

Q: Why do these two people look like they are having such a good time?
A: Because they are.

Q: What do these two people call themselves?
A: "The proudest publisher and the son of the proudest publisher."

Q: What do they do that's so enjoyable?
A: They work for Media Peop¢le. The only trade journal in this business that people read for the fun of it!

Q: Why don't you put a little fun in your life and subscribe to Media Peop¢le now?
A: I don't know. Maybe I should.

Media Peop¢le

Media Peop¢le

SUBSCRIBE NOW! Send change of address and new subscription to Media Peop¢le, P.O. Box 3905, Grand Central Station, New York, NY 10163

New Subscription 1 year $20.
Mr./Ms.____________________ Title__________
Company Name____________________________
Address________________________________
City__________________________________
State________________________ Zip__________
Signature______________________ Date__________

Magazine Profiles

Editorial Description: Parents is edited for young women 18-34 with growing children. Editorial coverage emphasizes family formation and growth, focusing on the day-to-day needs and concerns of today's woman and her family. Regular departments include: Food, Home, Beauty, Fashion, As They Grow (Eight part feature on Pregnancy and Birth, Child Development), Love and Marriage, Almanac, Lifestyle, Education, Fathers, How To, Pet Set, Money Lines.

Member: ABC

Primary SRDS Classification No. 49

Redbook

Hearst Magazines
224 West 57th Street
New York, NY 10019
(212) 262-8258
Year founded: 1903
Published: Monthly

Publisher: Alan M. Waxenberg
Advertising Director: Richard J. Sarno

Editorial Description: Redbook is edited for young women today, who are juggling the demands and rewards of husband, child and jobs. Articles are geared towards helping her make "first-time" decisions in her complicated life ranging from personal relationships, home, money management, children and childcare to beauty, fashion, fiction, food and nutrition.

Member: ABC

Primary SRDS Classification No. 49

Woman's Day

CBS Magazines
1515 Broadway
New York, NY 10036
(212) 719-6000
Year founded: 1937
Published: 17x per year (for 1985)

Publisher: Anne Sutherland
Advertising Director: Robert Mate
Other key contacts: Gregory Coleman, National Sales Manager; Don Q. Davidson, Vice President, Associate Publisher

Editorial Description: Woman's Day is written and edited for the contemporary woman. The magazine's editorial centers around the traditional values of Home, Family, Children, Food, Health and Nutrition. How-to Beauty, Fashion and Fitness features are also part of our basic service mix. Special attention is paid to the interests of the working woman with articles focusing on Careers, Money Management, Law, Computer Technology and Relationships.

Member: ABC

Primary SRDS Classification No. 49

The Workbasket
and Home Arts Magazine

Modern Handcraft, Inc.
4251 Pennsylvania Avenue
Kansas City, MO 64111
(816) 531-5730
Year founded: 1935
Published: Monthly (except combined issues, June/July—Nov./Dec.)

Publisher: John E. Tillotson III
Chairman: John E. Tillotson II
Advertising Director: Bradford B. Reynolds

Editorial Description: The Workbasket editorial stresses needlework and home service features with directions for crochet, knitting, tatting, needlepoint, crewel, etc., plus special sections on cooking, home gardening, handcrafts, money-making ideas, and general homemaker interests.

Member: ABC, MPA

Primary SRDS Classification No. 49

Working Mother

The McCall Publishing Company
230 Park Avenue
New York, NY 10169
(212) 551-9390
Year founded: 1978
Published: Monthly

Publisher: Raymond Eyes
Advertising Director: Carol Evans
Other key contacts: Dorothy Cameron, Eastern Sales Manager; Peter D. Onorati, Director of Marketing & Resarch

Editorial Description: Working Mother is edited for today's young woman who balances the demands of family, career, and home. Articles and features aim to help our readers get ahead at work, while enjoying the rewards of family life. The editorial focus is on jobs and careers, child rearing, emotional support, finance, time management, fashion and beauty, food and nutrition, and the home. In 1984 two new regular features, Career Options and Work and Marriage, were added to existing favorites, The Healthy Child, Take Care of Yourself, Work World, Smart Money, Home Front, Just For You, Bulletin Board and The Guilt Department.

Member: ABC

Primary SRDS Classification No. 49

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☐ FLYING ☐ BOATING ☐ AUDIO ☐ POPULAR PHOTOGRAPHY
☐ CYCLE ☐ CAR & DRIVER ☐ STEREO REVIEW ☐ CYCLE WORLD

AS HER KIDS GROW, SO DO HER NEEDS.

Today, more than ever, mothers are called upon to make complex decisions about their children, their families, themselves. That's why so many turn to Parents for help. And why, as an advertiser, you should use Parents to sell your product. We concentrate on the 18-34 mother who buys a vast range of products for both her family and herself. Only Parents serves her special needs. Talk to her in Parents.

A unique concentration of young mothers.

Parents
Smart Games
To Play With Your Child
When Your Child Is Home Alone
Exercise During Pregnancy
ADOPTION
Tantrum-Proofing:
How to Help

Youth & Teen

Market Highlights

CIRCULATION:

GOOD NEWS/BAD NEWS

Three of six titles report gains versus '83. Big gainer, *Circus Magazine* (smallest circ) negates a dip in subs with a 63.7% gain in newsstand sales, for an overall circulation increase of 56.9%. Reversing *CM*'s pattern, largest circ *Seventeen* drops in single copies, but lifts subs 13.5%, placing second in total circulation gains.

AD PAGES:

SEVENTEEN DOMINATES IN TOTAL PAGES

Three books in this category do not carry advertising. Among the five that do, *Seventeen* carries nearly as many pages as the other four titles combined. But number three page runner, *Circus*, handily takes the top spot in ad-page gains with a 33.3% increase.

REVENUE:

TWO ALL-SUB BOOKS DO WELL: ONE BOOK RECORDS DRAMATIC REVENUE GAINS

Considering their all-sub/no-advertising revenue base, *National Geographic World* and *Highlights for Children* (numbers three and four in total revenue gains) do very well when pitted against their commercial counterparts. *Circus Magazine* nearly sweeps the four revenue gain measurements: number one in ad revenue growth, up 61.4%; number one in newsstand growth, up 63.7%; and number one in total revenue growth, up 58.7%. Big book *Seventeen* also posts strong gains in all revenue measurements, and tops sub dollar gains with a 28.7% increase.

YOUTH & TEEN

Ad Pages

1	Seventeen	1,496
2	'Teen	620
3	Circus Magazine	481
4	Young Miss	386
5	Boys' Life	207
6	Highlights for Children	0
7	Natl. Geographic World	0
8	Sesame Street	0
	Total	**3,190**

% Chg. Ad Pages

1984 vs. 1983

		%
1	Circus Magazine	33.3
2	Seventeen	13.9
3	Highlights for Children	n/a
4	Natl. Geographic World	n/a
5	Sesame Street	n/a
6	Young Miss	ne
7	'Teen	– 4.7
8	Boys' Life	– 25.4

Net Chg. Ad Pages

1984 vs. 1983

1	Seventeen	182
2	Circus Magazine	120
3	Highlights for Children	n/a
4	Natl. Geographic World	n/a
5	Sesame Street	n/a
6	Young Miss	ne
7	'Teen	– 30
8	Boys' Life	– 70
	Total	**202**

Avg. Ad Pages/Copy

1	Seventeen	125
2	'Teen	52
3	Circus Magazine	40
4	Young Miss	39
5	Boys' Life	17
6	Highlights for Children	n/a
7	Natl. Geographic World	n/a
8	Sesame Street	n/a

Ad Revenue

		$000
1	Seventeen	32,257
2	'Teen	8,815
3	Young Miss	4,432
4	Boy's Life	2,808
5	Circus Magazine	1,733
6	Highlights for Children	0
7	Natl. Geographic World	0
8	Sesame Street	0
	Total	**50,045**

% Chg. Ad Revenue

1984 vs. 1983

		%
1	Circus Magazine	61.4
2	Seventeen	25.3
3	'Teen	5.4
4	Highlights for Children	n/a
5	Natl. Geographic World	n/a
6	Sesame Street	n/a
7	Young Miss	ne
8	Boys' Life	– 21.4

Net Chg. Ad Revenue

1964 vs. 1983

		$000
1	Seventeen	6,505
2	Circus Magazine	659
3	'Teen	448
4	Highlights for Children	n/a
5	Natl. Geographic World	n/a
6	Sesame Street	n/a
7	Young Miss	ne
8	Boys' Life	– 766
	Total	**6,846**

Avg. Edit. Pgs./Copy

1	Seventeen	93
2	Circus Magazine	80
3	'Teen	62
4	Boys' Life	57
5	Young Miss	50
6	Highlights for Children	43
7	Natl. Geographic World	35
8	Sesame Street	ne

Average Circulation

1	Seventeen	1,719,909
2	Highlights for Children	1,613,500
3	Boys' Life	1,463,047
4	Natl. Geographic World	1,345,339
5	Sesame Street	1,057,082
6	'Teen	1,001,976
7	Young Miss	796,331
8	Circus Magazine	449,814
	Total	**9,446,998**

% Chg. Avg. Circ.

1984 vs. 1983

		%
1	Circus Magazine	56.9
2	Seventeen	7.1
3	Highlights for Children	3.7
4	Sesame Street	ne
5	Young Miss	ne
6	Boys' Life	– 0.8
7	'Teen	– 1.2
8	Natl. Geographic World	– 9.4

Net Chg. Avg. Circ.

1984 vs. 1983

1	Circus Magazine	163,164
2	Seventeen	113,706
3	Highlights for Children	57,264
4	Sesame Street	ne
5	Young Miss	ne
6	Boys' Life	– 11,692
7	'Teen	– 12,646
8	Natl. Geographic World	– 139,373
	Total	**170,423**

Avg. Total Pgs./Copy

ad pages + edit. pages

1	Seventeen	218
2	Circus Magazine	120
3	'Teen	114
4	Young Miss	88
5	Boys' Life	75
6	Highlights for Children	43
7	Natl. Geographic World	35
8	Sesame Street	ne

▶

n/a = not applicable
ne = not estimated

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☐ CYCLE ☐ CAR & DRIVER ☐ STEREO REVIEW ☐ CYCLE WORLD

YOUTH & TEEN

Continued

Total Revenue

ad rev. + circ. rev.

		$000
1	Seventeen	57,661
2	Highlights for Children	28,236
3	'Teen	21,021
4	Young Miss	13,745
5	Natl. Geographic World	13,063
6	Circus Magazine	12,160
7	Boys' Life	11,113
8	Sesame Street	10,669
	Total	**167,668**

% Chg. Total Revenue

1984 vs. 1983

		%
1	Circus Magazine	58.7
2	Seventeen	22.7
3	Natl. Geographic World	4.1
4	Highlights for Children	3.7
5	'Teen	1.3
6	Young Miss	ne
7	Sesame Street	−5.7
8	Boys' Life	−6.5

Subscription Revenue

		$000
1	Highlights for Children	28,236
2	Seventeen	16,257
3	Natl. Geographic World	13,063
4	Boys' Life	8,305
5	Young Miss	8,017
6	Sesame Street	7,725
7	'Teen	7,221
8	Circus Magazine	442
	Total	**89,266**

% Chg. Sub. Revenue

1984 vs. 1983

		%
1	Seventeen	28.7
2	'Teen	9.8
3	Natl. Geographic World	4.1
4	Highlights for Children	3.7
5	Sesame Street	ne
6	Young Miss	ne
7	Boys' Life	−0.1
8	Circus Magazine	−9.3

Avg. Subscrip. Circ.

1	Highlights for Children	1,613,500
2	Boys' Life	1,463,047
3	Natl. Geographic World	1,345,339
4	Seventeen	1,211,704
5	Sesame Street	798,830
6	'Teen	725,038
7	Young Miss	709,965
8	Circus Magazine	23,125
	Total	**7,890,548**

% Chg. Avg. Sub. Circ.

1984 vs. 1983

		%
1	Seventeen	13.5
2	'Teen	4.7
3	Highlights for Children	3.7
4	Sesame Street	ne
5	Young Miss	ne
6	Boys' Life	−0.8
7	Natl. Geographic World	−9.4
8	Circus Magazine	−10.9

Net Chg. Avg. Sub. Circ.

1984 vs. 1983

1	Seventeen	144,312
2	Highlights for Children	57,264
3	'Teen	32,645
4	Sesame Street	ne
5	Young Miss	ne
6	Circus Magazine	−2,831
7	Boys' Life	−11,692
8	Natl. Geographic World	−139,373
	Total	**80,325**

Newsstand Revenue

		$000
1	Circus Magazine	9,985
2	Seventeen	9,148
3	'Teen	4,985
4	Sesame Street	2,944
5	Young Miss	1,295
6	Boys' Life	0
7	Highlights for Children	0
8	Natl. Geographic World	0
	Total	**28,357**

Avg. Newsstand Circ.

1	Seventeen	508,205
2	Circus Magazine	426,689
3	'Teen	276,938
4	Sesame Street	258,252
5	Young Miss	86,366
6	Boys' Life	0
7	Highlights for Children	0
8	Natl. Geographic World	0
	Total	**1,556,450**

% Chg. Avg. News. Circ.

1984 vs. 1983

		%
1	Circus Magazine	63.7
2	Boys' Life	n/a
3	Highlights for Children	n/a
4	Natl. Geographic World	n/a
5	Sesame Street	ne
6	Young Miss	ne
7	Seventeen	−5.7
8	'Teen	−14.1

Net Chg. Avg. News. Circ.

1984 vs. 1983

1	Circus Magazine	165,994
2	Boys' Life	n/a
3	Highlights for Children	n/a
4	Natl. Geographic World	n/a
5	Sesame Street	ne
6	Young Miss	ne
7	Seventeen	−30,606
8	'Teen	−45,291
	Total	**90,097**

% Chg. News. Revenue

1984 vs. 1983

		%
1	Circus Magazine	63.7
2	Seventeen	6.4
3	Boys' Life	n/a
4	Highlights for Children	n/a
5	Natl. Geographic World	n/a
6	Sesame Street	ne
7	Young Miss	ne
8	'Teen	−14.1

n/a = not applicable
ne = not estimated

MAGAZINE PROFILES

Boys' Life

Boy Scouts of America, Inc.
1325 Walnut Hill Lane
Irving, TX 75038-3096
(214) 659-2350
Year founded: 1912
Published: Monthly

Publisher: J. Warren Young
Advertising Director: Gene Allendorf
Other key contacts: Robert L. Goldsmith, Marketing Director

Editorial Description: Boys' Life is a general service magazine for boys, edited to their interests. Editorial content deals with Scouting, sports, amusements, hobbies, science, careers, home computers and electronic games, fiction, food, health, clothes, educational activities, etc. There are monthly columns on: bicycling, fishing, stamps and coins, magic, chess, books, ecology, movies and other topics of interest to boys.

Member: ABC

Primary SRDS Classification No. 51

Circus Magazine

Circus Enterprises Corporation
419 Park Avenue South
New York, NY 10016
(212) 685-5050
Year founded: 1969
Published: Monthly

Publisher: Gerald Rothberg
Advertising Director: Gary Victor
Other key contacts: Lani Zarief, Advertising Coordinator

Editorial Description: Circus Magazine is a popular music publication that covers music news and rock and roll personalities. Issues feature interview-oriented articles on contemporary musicians and personalities, with an emphasis on informative reporting. Regular columns include Front Pages and Back Pages, which present rock & roll news, Stage Pass, which chronicles groups in concert and Listings, containing a comprehensive guide to upcoming groups on tours, new music books, rock on radio and TV and studio news. Each issue has a section geared specifically for the musician. Performers are interviewed with respect to their musical instruments and playing styles. A consumer's guide to musical instrument products is also included.

Member: ABC

Primary SRDS Classification No. 33

Highlights for Children

Highlights for Children, Inc.
2300 West 5th Avenue
P.O. Box 269
Columbus, OH 43216
(614) 486-0631
Year founded: 1946
Published: 11x per year

Advertising Director: Frances Walker
Other key contacts: Garry Myers, Chief Executive Officer, President; Walter Barbe, Editor-in-Chief; Kent Brown, Editor

National Geographic World

National Geographic Society
17th & M Streets, N.W.
Washington, DC 20036
(202) 857-7000
Year founded: 1975
Published: Monthly

Editorial Description: National Geographic World is a strongly visual magazine, directed to children ages eight through 13. All stories must have a visual story line. No unillustrated stories are used. The subject matter is factual: animals, conservation, science, technology, geography, history, sports, outdoor adventure, and children's activities. Includes humor, shorts, and games.

Sesame Street

Children's Television Workshop
One Lincoln Plaza
New York, NY 10023 ▶

"Boys' Life is a sharp media buy"

"Uncle Henry"/Henry Baer, President, Schrade Cutlery Corp., Ellenville, New York

Schrade
75th Anniversary

Henry Baer, President of Schrade Cutlery, says "We think Boys' Life is a sharp media buy—and at Schrade, sharpness is our business.

"We know how important durability and top construction are in a knife, and boys realize this too.

"Boys can also appreciate the beauty of a Schrade knife, along with its toughness and our unique guarantee. Whether for camping, hiking or fishing, boys want a knife they can depend on and Schrade knives meet their needs.

"In the last four years, our ads for Schrade have established a place for us in the Boys' Life market. We are selling knives today and also building a market for the future as these customers keep coming back for Schrade quality."

Discover the power of Boys' Life and increase your sales as Schrade did. For more information, call Bob Goldsmith, Marketing Director, at (212) 532-0985 or contact your local Boys' Life sales rep.

When the male youth market is your target audience, you can't miss with

BOYS' LIFE
SPORTS ISSUE
JOHN McENROE, OUR NEWEST TENNIS WHIZ. CAN HE BECOME NO.1?

BOYS' LIFE

THE MAGAZINE FOR ALL BOYS
Published by the
Boy Scouts of America

YOUTH & TEEN

Continued

Magazine Profiles

(212) 595-3456
Year founded: 1971
Published: 10x-subcription, 12x-newsstand

Publisher: Nina B. Link

Editorial Description: Sesame Street Magazine is designed to help three to five year olds make the transition from home to school by teaching basic cognitive skills and affective behavior through the medium of print. The magazine format also provides practice in eye-hand and fine motor coordination skills with features that ask children to draw, write, cut, tape, match and color. The cognitive and affective goals fall into these major categories: the child, the child's social world, the child's physical world, concept development, oral language development, written language, and number concepts.

Seventeen

Triangle Communications, Inc.
850 Third Avenue
New York, NY 10022
(212) 759-8100
Year founded: 1944
Published: Monthly

Publisher: Robert S. Bunge
Group Publisher: Frank G. Wolf
Advertising Director: James J. Rainsford
Other key contacts: Edgar L. Harrison, Eastern Advertising Director; Richard T. Coyne, Jr., Western Advertising Director

Editorial Description: Seventeen is a general service magazine edited to inform and entertain America's young women. Articles, features, fiction and graphics deal with a wide range of themes: relationships with boys; coping with problems at school; the changing social and sexual realities of today's teens; family life in the eighties, etc. Regular monthly departments highlight beauty, fashion, decorating, and food. Monthly columns include Relating (where reader questions are answered); Sex and Your Body (covering reproductive health issues); You said it! (featuring poetry and short prose written by our readers); Mini Mag (a monthly eight-page section of short news and feature articles); and Entertainment (with an emphasis on movies, records, TV and personalities).

Member: ABC
Primary SRDS Classification No. 49

'Teen

Petersen Publishing Company
8490 Sunset Boulevard
Los Angeles, CA 90069
(213) 657-5100
Year founded: 1957
Published: Monthly

Publisher: Robert MacLeod
Advertising Director: Robert Brown

Editorial Description: Teen is a publication for active, involved 12- to 19-year-old girls. Approximately half the editorial package focuses on fashion, beauty and grooming for young women, including information on diet, exercise, current fashion trends and season-by-season beauty care. The balance of editorial material deals with topics of current concern to young people—sexuality, emotions, boy-girl relationships, health, mental and physical development, career and educational guidance and popular entertainment. Special features include advice columns—"Dear Jill," "Dear Jack," "Dear Doctor," "Dear Beauty Editor"—as well as fiction, poetry, Hollywood gossip, motion picture and TV fan information, 'Teen Tested Topics.

Member: ABC
Primary SRDS Classification No. 49

Young Miss

Gruner + Jahr USA Publishing
685 Third Avenue
New York, NY 10017
(212) 878-8700
Year founded: 1945
Published: 10x per year

Publisher: Milt Franks
Advertising Director: Suzanne H. Rapier

Editorial Description: Young Miss offers help and guidance to young girls between the ages of 12-17. Its editorial aim is to help the individual realize her own potential in the crucial life-forming teenage years, to open up her mind to the variety of options she has, to help her achieve a sense of self-confidence and self-achievement. Beauty and fashion are vital to the young girl, of course, but Young Miss does not dictate. It helps her choose the beauty and fashion look that best suits her. It explores career and educational opportunities, advises her on how to better get along with her peers and parents. Young Miss is designed to be fun, to be helpful, to be exciting and, above all, to be considered as a trusted friend.

Member: ABC
Primary SRDS Classification No. 49

SPORTS

Continued from page 251

World Tennis

Family Media, inc.
Three Park Avenue
New York, NY 10016
(212) 340-9200
Year founded: 1953
Published: Monthly

Publisher: Francis X. Dealy, Jr.
Advertising Director: Thomas J. Brennan
Other key contacts: Mitch Lurin, Director of Marketing Services; Shepherd Brandfon, President, World Tennis, Inc.

Editorial Description: World Tennis is edited for tennis enthusiasts at all skill levels. Each issue contains in depth instruction, articles, feature stories on the leading players, scientific research results of equipment testing, as well as special features on fitness, equipment, tennis apparel, indoor tennis facilities, major tournaments and their complete results. For travel-minded tennis players, regional vacation guides along with the regular travel column cover the whys and wheretos of tennis resorts and tennis camps. Features include reporting of major tennis events.

Member: ABC

Primary SRDS Classification No. 45

Yachting

CBS Magazines
5 River Road
Cos Cob, CT 06807
(203) 629-8300
Year founded: 1907
Published: Monthly

Publisher: Edward D. Muhlfeld
Other key contacts: Alexander Armentrout, Associate Publisher

Editorial Description: Yachting is edited for pleasure boat enthusiasts—men, women, and children. It places equal emphasis on the interests of both the sail and power boat owner. Yachting contains topical articles covering the sport as well as departments concerned with special interests and activities. Regular news departments report yachting events, both national and international. Other special sections include plans of new boats and descriptions of newly introduced boats, engines and equipment.

Member: ABC

Primary SRDS Classification No. 6

The Folio:400
Business
Magazines

There's one thing a lot of students learn in college. They didn't learn much in high school.

Thousands of high school graduates can't read.

Thousands of high school teachers can't pass proficiency examinations.

For the first time in American history, according to the National Committee on Excellence in Education, the basic educational skills of a new generation will not approach those of their parents.

Many high school graduates are unemployable even in entry-level jobs because they lack basic skills in reading, reasoning and math.

Industry Week magazine predicts that by the mid-1990s America will have 71,000 more jobs for scientists. 584,000 more jobs for engineers. 442,000 more jobs for computer specialists. But will we have the Americans to fill them?

The Japanese expect even their first-graders to do two hours of homework every night. Millions of American high school students don't do any. Where Japanese schools require four years of science and three years of math, 70% of the U.S. states require only one of each.

Penton Publishing Company believes that its twenty-eight business, industrial and professional magazines have a responsibility to point out the dangers of these practices. And we do.

Penton magazines help people in business understand the new and react to it.

We believe that a strong American business press helps make stronger American business.

And we appreciate your advertising support. Penton Plaza, Cleveland, Ohio 44114.

Penton Publications

Our issues address the tough issues.

Air Transport World, Chemical Engineering Catalog, Computer Aided Engineering, Contracting Business, Foundry Management & Technology, Government Product News, Handling & Shipping Management, Heating/Piping/Air Conditioning, Hydraulics & Pneumatics, Industry Week, Lodging Hospitality, Machine Design, Material Handling Engineering, Materials Engineering, Millimeter, Modern Office Technology, New Equipment Digest, Occupational Hazards, Penton Executive Network, Power Transmission Design, Precision Metal, Production Engineering, Progressive Architecture, Restaurant Hospitality, School Product News, Used Equipment Directory, Welding Design & Fabrication, Welding Distributor.

Revenue growth outpaces 1983

III. Business Publications Overview

Continued from page 28

A 13% gain on top of 1983's 11% pace has pushed total revenue for our 139 business publications over $1.5 billion. With 13% of The 400's total dollars, these magazines account for only 5% of The 400's total average circulation. Ad revenue is entirely responsible for the growth, up a significant 16% versus 1983.

On the circulation front, the combined performances of our 139 books produced a 1% decline from 1983's total. Bucking the 1983 trend, paid subscription and newsstand circs dipped dramatically while controlled, this area's standby, rose substantially.

Significant trends are discussed in more detail below. We welcome 11 FOLIO:400 business newcomers to this year's study.

Ad dollar rise controls business books' fortunes

Total advertising revenue for specialized business publications grow 16% over 1983, despite the fact that total ad pages are off 2%. Ad dollars'

Top 20 business magazines by avg. sub. price

1	American Banker	$380.00
2	Billboard	135.96
3	Institutional Investor	120.00
4	Publishers Weekly	67.71
5	Pensions & Investment Age	60.00
6	Chemical Marketing Reporter	54.72
7	Women's Wear Daily	51.60
8	Advertising Age	50.49
9	Control Engineering	50.00
10	Daily News Record	50.00
11	Modern Healthcare	50.00
12	New England Journal of Medicine	48.00
13	Adweek	47.80
14	Aviation Week & Space Technology	44.80
15	Business Insurance	44.00
16	Annals of Internal Medicine	43.37
17	Computerworld	40.91
18	Chronicle of Higher Education	40.00
19	Automotive News	39.03
20	Air Conditioning, Heating & Refrigeration News	38.35

1984 Performance composite—139 Folio:400 business magazines

		1984 (% of total)	1983 (% of total)	Index
Revenues ($millions)	Total revenue	1,539*(100)	1,362 (100)	113
	Ad revenue	1,356 (88.1)	1,172 (86.0)	116
	Subscription revenue	177 (11.5)	184 (13.5)	97
	Newsstand revenue	5 (0.4)	6 (0.5)	86
Ad pages		285,202 (100)	291,458 (100)	98
Circulation (thousands of copies)	Total avg. circulation	17,616 (100)	17,792 (100)	99
	Total avg. sub circ.	9,417 (53.5)	10,191 (57.3)	92
	Total avg. news. circ.	106 (0.6)	146 (0.8)	73
	Total avg. controlled circ.	8,093 (45.9)	7,455 (41.9)	109

*Figures do not add up to total due to rounding.

Figures are FOLIO estimates for the calendar year 1984.

Business Publications Overview

88% share of the total business revenue pie inched up two points versus 1983.

In last year's FOLIO:400, we wondered aloud if the trend we then saw toward paid circulations would continue in the next year. It has not. Unlike the 1983 story, circulation revenues decline in 1984. Subscription revenue of $177.3 million (12% of total dollars) are off 3% versus 1983. Newsstand revenue, the surprise gainer of 1983, takes a nose dive in 1984 to $5.4 million, recording a 14% loss versus the previous year. The revenue contribution through this channel is now .4% of the business book total.

Controlled circulation gains offset drops in paid circs

Controlled circulation for our 139 business books reverses the 1983 trends with a 8.6% gain over the previous year. You may recall that in 1983, controlled suffered an 11% drop versus 1982. This circulation segment now accounts for 46% of the 17.6 million business total. Controlled was 42% of the 1983 total.

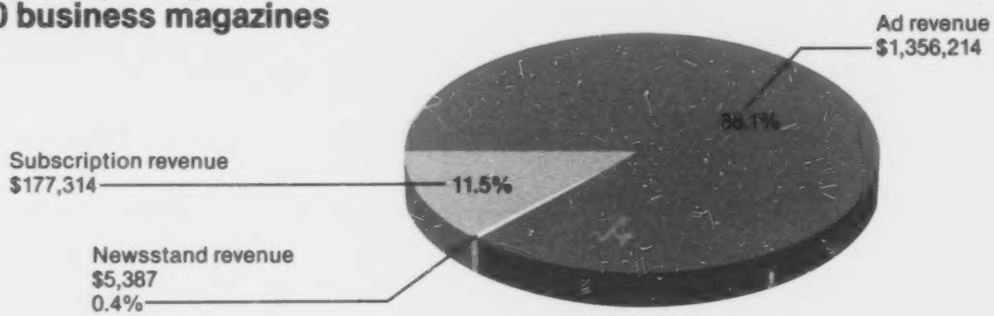
Mirroring subscription revenue, sub circ is off 8% versus 1983 and represents over 53% of the total, down four points from the previous year. That translates to a total 1984 average subscription circulation of 9.4 million copies. This is the opposite picture from the FOLIO:400 consumer magazines. In last year's edition, we marvelled that although the average subscription price for the 20 most expensive FOLIO:400 business books was a hefty $68.80, nearly double the average subscription price of $36.46 for the 20 highest consumer books, sub circulation charged ahead undaunted. With the 20 most expensive business books averaging $72.84 per subscription in 1984 (versus $40.76 for their consumer counterparts), it seems readers may be growing a bit stingy.

As evidenced by the decline in newsstand dollars, newsstand circulation of our business publications has dropped more than 27% from a strong 1983. It is just 106,000 and represents .6% of the business books circulation total.

The charts immediately following give more detailed information on the performances of individual business magazines and markets.

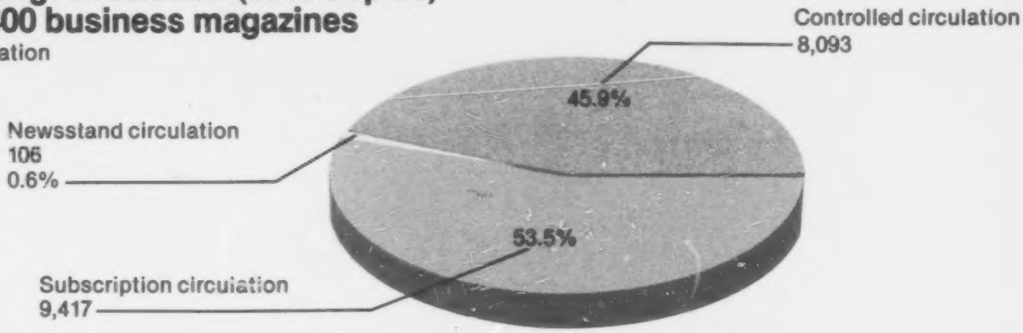
1984 Total revenue ($000s)
139 Folio:400 business magazines

Total revenue
$1,538,915



1984 Total avg. circulation (000s copies)
139 Folio:400 business magazines

Total avg. circulation
17,616



Figures are FOLIO estimates for the calendar year 1984.

TO BE SURE.

When you pay for a magazine subscription, you read the magazine.

When you receive a magazine free, you may read it, you may not.

The difference is the greater assurance of readership of paid circulation publications. The difference is, of course, important to advertisers for an ad is seen only when the publication is read.

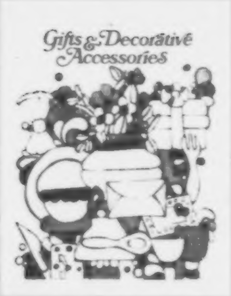
That's why we would like you to note that all our publications have paid circulations.

TO BE SURE.

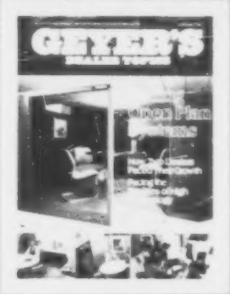
GEYER-MCALLISTER PUBLICATIONS, INC.

ABC
51 MADISON AVENUE, NEW YORK, NEW YORK 10010
NEW YORK / CHICAGO / LOS ANGELES / PARIS / TOKYO / TAIPEI
ABP

Publishers of Specialized Business Publications since 1877



Gifts and home accessories merchandising
Est. 1917



Office equipment and stationery retailing
Est. 1877

SHIPPING DIGEST
From Europe, with love.

National weekly of export shipping
Est. 1923

Playthings

Toy, hobby and craft merchandising
Est. 1903

Geyer's "Who Makes It" Directory • Playthings Directory • The Gift and Decorative Accessory Buyers Directory • Shipping Lines and Agents Directory • Geyer's Office Industry Letter • Shipping Digest Shipping Documents Required for Export • Merchandising Services •

TOP 50 BUSINESS MAGAZINES

Total Revenue

Rank 1984	Magazine Name	1984 Total Revenue (ad rev. + circ. rev.)	% Chg. '83/'84
1	Computerworld	55,294	15.0
2	Women's Wear Daily	35,652	11.0
3	Farm Journal	34,406	13.4
4	Avn. Week & Space Tech.	30,878	17.6
5	Restaurants & Insts.	30,490	34.8
6	Electronic Design	30,390	29.9
7	Advertising Age	30,089	18.3
8	Electronic News	27,465	37.2
9	EDN	25,834	24.5
10	New England Jour.of Med.	24,179	11.5
11	Institutional Investor	24,052	14.4
12	Design News	21,868	37.5
13	Medical Economics	21,513	3.4
14	Successful Farming	19,583	1.7
15	Datamation	18,983	26.5
16	American Banker	18,246	16.1
17	Machine Design	17,966	16.5
18	Progressive Farmer	17,684	– 3.9
19	Daily News Record	17,510	23.9
20	Journal of the AMA	17,124	9.1
21	Adweek	16,972	18.2
22	Electronics	16,489	5.7
23	Engineering News-Record	15,590	6.4
24	Electronic Engin. Times	15,500	39.6
25	Electronic Buyers' News	15,400	49.5
26	Oil & Gas Journal	15,163	– 4.9
27	HFD	14,523	16.2
28	Computer Systems News	14,300	47.4
29	Nursing '84	14,259	0.2
30	Billboard	14,042	14.6
31	Interior Design	13,758	19.0
32	real estate today	13,474	10.1
33	Restaurant Business	13,310	20.8
34	Automotive News	13,295	9.1
35	Mini-Micro Systems	13,200	14.6
36	The Travel Agent	13,097	8.5
37	Computer Decisions	12,959	32.5
38	Nation's Restaurant News	12,905	13.5
39	Science	12,728	5.7
40	Architectural Record	12,649	18.0
41	Chemical Engineering	12,549	9.7
42	Meetings & Conventions	12,464	3.5
43	Flying	12,430	8.4
44	Plant Engineering	11,849	7.8
45	American Medical News	11,749	36.2
46	Computer Retail News	11,700	ne
47	Prairie Farmer	11,576	5.3
48	Purchasing Magazine	11,357	17.8
49	Builder	11,158	38.8
50	Computer Design	10,800	12.2

Advertising Revenue

Rank 1984	Magazine Name	1984 Advertising Revenue ($000)	% Chg. '83/'84
1	Computerworld	50,160	17.1
2	Women's Wear Daily	32,239	12.0
3	Restaurants & Insts.	30,490	34.8
4	Electronic Design	30,390	29.9
5	Farm Journal	26,600	17.9
6	EDN	25,834	24.5
7	Advertising Age	25,610	18.8
8	Electronic News	25,389	40.2
9	Avn. Week & Space Tech.	24,600	22.7
10	Institutional Investor	22,438	13.9
11	Design News	21,868	37.5
12	Medical Economics	20,768	3.2
13	Datamation	18,983	26.5
14	Machine Design	17,966	16.5
15	Daily News Record	16,373	26.0
16	Successful Farming	15,860	3.7
17	Journal of the AMA	15,779	11.1
18	Electronic Engin. Times	15,500	39.6
19	Electronic Buyers' News	15,400	49.5
20	Adweek	15,045	17.7
21	Computer Systems News	14,300	47.4
22	Electronics	14,101	7.2
23	New England Jour.of Med.	14,000	16.7
24	HFD	13,823	17.0
25	Restaurant Business	13,310	20.8
26	Mini-Micro Systems	13,200	14.6
27	Oil & Gas Journal	13,148	– 6.1
28	Computer Decisions	12,959	32.5
29	Progressive Farmer	12,879	0.3
30	The Travel Agent	12,827	8.2
31	Meetings & Conventions	12,464	3.5
32	Engineering News-Record	12,083	6.7
33	Plant Engineering	11,849	7.8
34	Interior Design	11,803	22.2
35	Computer Retail News	11,700	ne
36	Nation's Restaurant News	11,681	13.4
37	American Medical News	11,607	36.6
38	Purchasing Magazine	11,357	17.8
39	Chemical Engineering	10,972	11.0
40	Automotive News	10,905	10.6
41	Computer Design	10,800	12.2
42	New Equipment Digest	10,702	8.4
43	Professional Builder	10,285	ne
44	Architectural Record	10,284	20.0
45	Industrial Equip. News	10,194	12.6
46	Supermarket News	9,937	7.7
47	Prairie Farmer	9,750	6.6
48	American Banker	9,548	18.3
49	Diversion	9,217	– 11.3
50	MIS Week	8,590	37.0

ne = not estimated

Figures are FOLIO estimates for the calendar year 1984.

TOP 50 BUSINESS MAGAZINES

Subscription Revenue

Rank 1984	Magazine Name	1984 Subscription Revenue	% Chg. '83/'84
1	real estate today	12,045	4.8
2	New England Jour.of Med.	10,179	5.0
3	American Banker	8,698	13.7
4	Farm Journal	7,806	0.4
5	Nursing '84	7,627	2.5
6	Avn. Week & Space Tech.	6,278	1.1
7	Journal of Accountancy	5,175	5.4
8	Computerworld	5,134	– 1.5
9	RN	5,120	– 0.7
10	Progressive Farmer	4,806	– 13.5
11	Amer. Journal of Nursing	4,419	– 0.3
12	Billboard	4,400	10.2
13	Science	4,322	– 1.5
14	Advertising Age	4,126	11.3
15	Annals of Internal Med.	4,070	– 0.4
16	Flying	3,759	4.3
17	Successful Farming	3,723	– 6.0
18	Engineering News-Record	3,507	5.3
19	Instructor	3,271	13.8
20	AOPA Pilot	3,208	1.4
21	Women's Wear Daily	3,168	1.6
22	Chronicle of Higher Ed.	2,838	3.3
23	Builder	2,788	2.0
24	Publishers Weekly	2,586	13.2
25	Chemical & Engin. News	2,539	6.2
26	Automotive News	2,390	3.0
27	Electronics	2,388	– 2.4
28	Architectural Record	2,365	10.0
29	Electronic News	2,076	9.5
30	Oil & Gas Journal	2,015	3.5
31	Prairie Farmer	1,826	– 0.8
32	Adweek	1,824	19.4
33	ABA Journal	1,787	1.0
34	Institutional Investor	1,614	22.6
35	Chemical Engineering	1,577	1.8
36	Progressive Architecture	1,573	8.6
37	Sales & Marketing Mgmt.	1,499	– 16.7
38	Interior Design	1,484	4.5
39	Modern Salon	1,480	9.7
40	EC&M	1,377	3.1
41	Chemical Week	1,363	6.9
42	Journal of the AMA	1,344	– 9.6
43	Modern Plastics	1,318	8.0
44	Business Insurance	1,279	28.3
45	Nation's Restaurant News	1,224	14.9
46	Motor	1,211	– 1.0
47	Hoard's Dairyman	1,168	– 4.9
48	Daily News Record	1,138	0.1
49	The High Plains Journal	1,124	0.2
50	A.C., Htg.& Refrig. News	1,014	8.6

Advertising Pages

Rank 1984	Magazine Name	1984 Ad Pages	% Chg. '83/'84
1	The Travel Agent	8,138	– 0.2
2	Women's Wear Daily	6,972	3.4
3	Computerworld	6,350	5.6
4	Electronic Design	6,181	16.0
5	EDN	6,096	22.3
6	Design News	4,949	21.8
7	New England Jour.of Med.	4,748	16.7
8	Electronic News	4,567	3.0
9	Electronic Buyers' News	4,476	41.2
10	Restaurants & Insts.	4,362	22.9
11	Telephony	4,181	16.0
12	Machine Design	3,989	7.6
13	Medical Economics	3,957	– 2.8
14	Oil & Gas Journal	3,885	– 6.3
15	Advertising Age	3,787	1.7
16	Avn. Week & Space Tech.	3,677	15.3
17	Electronics	3,574	– 5.6
18	HFD	3,501	2.2
19	Journal of the AMA	3,496	3.9
20	Daily News Record	3,487	7.6
21	Computer Retail News	3,475	ne
22	Interior Design	3,290	10.0
23	Electronic Engin. Times	3,232	18.2
24	Computer Systems News	2,923	27.1
25	Datamation	2,888	19.7
26	Restaurant Business	2,882	18.7
27	Engineering News-Record	2,797	1.5
28	Publishers Weekly	2,724	15.0
29	Telephone Eng. & Mgmt.	2,571	15.1
30	Nation's Restaurant News	2,547	30.1
31	Gifts & Decor. Access.	2,531	9.6
32	American Banker	2,519	7.4
33	Amer. Family Physician	2,480	10.6
34	Purchasing Magazine	2,442	9.4
35	Mini-Micro Systems	2,413	– 2.9
36	Chemical Engineering	2,406	11.6
37	Diversion	2,387	– 18.6
38	Automotive News	2,385	1.2
39	Computer Design	2,324	3.8
40	Adweek	2,297	10.2
41	The High Plains Journal	2,283	4.5
42	Chronicle of Higher Ed.	2,277	22.0
43	Plant Engineering	2,262	7.5
44	Bakery Prod. & Marketing	2,255	3.6
45	Electronic Business	2,252	54.8
46	Patient Care	2,153	– 12.7
47	Physician's Management	2,127	14.3
48	Data Communications	2,120	4.7
49	Chemical Mktg. Reporter	2,109	2.0
50	Computer Decisions	2,038	6.1

ne = not estimated

Figures are FOLIO estimates for the calendar year 1984.

TOP 50 BUSINESS MAGAZINES

Net Change in Ad Revenue vs. '83

Rank 1984	Magazine Name	Net Change '83/'84 ($000)	1984 Ad Rev. ($000)
1	Restaurants & Insts.	7,876	30,490
2	Computerworld	7,309	50,160
3	Electronic News	7,274	25,389
4	Electronic Design	7,002	30,390
5	Design News	5,969	21,868
6	Electronic Buyers' News	5,100	15,400
7	EDN	5,080	25,834
8	Computer Systems News	4,600	14,300
9	Avn. Week & Space Tech.	4,556	24,600
10	Electronic Engin. Times	4,400	15,500
11	Advertising Age	4,044	25,610
12	Farm Journal	4,037	26,600
13	Datamation	3,979	18,983
14	Electronic Business	3,464	7,657
15	Women's Wear Daily	3,464	32,239
16	Daily News Record	3,374	16,373
17	Computer Decisions	3,179	12,959
18	American Medical News	3,110	11,607
19	Builder	3,062	8,370
20	Institutional Investor	2,732	22,438
21	Machine Design	2,548	17,966
22	Modern Healthcare	2,489	6,787
23	MIS Week	2,320	8,590
24	Restaurant Business	2,290	13,310
25	Adweek	2,267	15,045
26	Packaging Digest	2,210	8,298
27	Interior Design	2,143	11,803
28	HFD	2,012	13,823
29	Electronic Products	2,000	7,200
30	New England Jour.of Med.	2,000	14,000
31	Natl. Home Center News	1,849	6,221
32	Chronicle of Higher Ed.	1,795	6,804
33	Purchasing Magazine	1,719	11,357
34	Architectural Record	1,714	10,284
35	Mini-Micro Systems	1,685	13,200
36	Journal of the AMA	1,572	15,779
37	Successful Meetings	1,553	8,169
38	Restaurant Hospitality	1,547	7,253
39	Telephony	1,486	7,777
40	American Banker	1,480	9,548
41	Pensions & Invest. Age	1,464	5,535
42	Chemical & Engin. News	1,420	7,320
43	Bldg. Supply & Home Ctrs.	1,383	6,826
44	Nation's Restaurant News	1,381	11,681
45	Control Engineering	1,346	6,883
46	Graphic Arts Monthly	1,300	7,100
47	Hospitals	1,275	7,985
48	InformationWeek	1,260	6,800
49	Computer Design	1,175	10,800
50	Journal of Accountancy	1,141	4,739

Net Change in Ad Pages vs. '83

Rank 1984	Magazine Name	Net Chg. '83/'84	1984 Ad Pages
1	Electronic Buyers' News	1,306	4,476
2	EDN	1,111	6,096
3	Design News	885	4,949
4	Electronic Design	852	6,181
5	Restaurants & Insts.	812	4,362
6	Electronic Business	797	2,252
7	New England Jour.of Med.	679	4,748
8	Computer Systems News	623	2,923
9	Nation's Restaurant News	590	2,547
10	Telephony	576	4,181
11	Electronic Products	501	2,011
12	Electronic Engin. Times	499	3,232
13	Modern Healthcare	498	1,766
14	Avn. Week & Space Tech.	489	3,677
15	Datamation	476	2,888
16	Restaurant Business	455	2,882
17	Chronicle of Higher Ed.	410	2,277
18	Publishers Weekly	355	2,724
19	Builder	350	1,183
20	Computerworld	339	6,350
21	Telephone Eng & Mgmt.	338	2,571
22	Packaging Digest	322	1,609
23	American Medical News	305	1,171
24	Control Engineering	300	1,723
25	Interior Design	298	3,290
26	Chemical & Engin. News	287	1,471
27	Machine Design	283	3,989
28	Natl. Home Center News	272	1,280
29	Bldg. Supply & Home Ctrs.	266	1,713
30	Physician's Management	266	2,127
31	Architectural Record	259	1,781
32	Chemical Engineering	251	2,406
33	Daily News Record	247	3,487
34	Hospitals	244	2,026
35	Amer. Family Physician	237	2,480
36	Women's Wear Daily	232	6,972
37	Material Handling Engin.	231	1,551
38	Gifts & Decor. Access.	221	2,531
39	MIS Week	221	1,529
40	Sales & Marketing Mgmt.	218	1,315
41	Science	218	1,730
42	Successful Meetings	215	1,405
43	Adweek	212	2,297
44	Purchasing Magazine	209	2,442
45	Modern Salon	181	961
46	American Banker	174	2,519
47	Journal of Accountancy	165	1,087
48	Institutional Distrib.	159	1,468
49	Plant Engineering	158	2,262
50	Heavy Duty Trucking	154	1,114

Figures are FOLIO estimates for the calendar year 1984.

TOP 50 BUSINESS MAGAZINES

Average Circulation

Rank 1984	Magazine Name	1984 Average Circulation	% Chg. '83/'84
1	Farm Journal	925,515	−5.7
2	Successful Farming	660,754	−3.1
3	real estate today	618,778	4.8
4	Progressive Farmer	569,786	12.5
5	Nursing '84	511,140	−3.5
6	ABA Journal	338,375	1.6
7	Flying	332,772	0.9
8	RN	327,593	10.5
9	Journal of the AMA	321,797	2.1
10	Amer. Journal of Nursing	315,630	−0.3
11	American Medical News	313,914	−1.5
12	Journal of Accountancy	273,086	3.6
13	AOPA Pilot	267,364	1.4
14	Instructor	251,947	−3.0
15	New England Jour.of Med.	213,447	2.8
16	New Equipment Digest	203,229	0.5
17	Industrial Equip. News	202,350	0.8
18	Med. Asp. of Human Sex.	186,070	ne
19	Hoard's Dairyman	185,879	−5.3
20	Prairie Farmer	182,840	−5.7
21	Hospital Practice	180,425	−6.5
22	Builder	179,515	1.8
23	Diversion	177,196	2.0
24	Medical Economics	172,878	1.4
25	Computer Decisions	167,611	19.6
26	Machine Design	166,837	0.8
27	Hospital Medicine	159,305	ne
28	Design News	155,684	−1.1
29	Science	154,369	−1.5
30	The Office	154,042	5.8
31	MD	153,337	−1.7
32	Prod. Design&Development	152,033	ne
33	Modern Office Technology	150,821	9.9
34	Datamation	148,878	10.2
35	The Farmer	144,256	−3.8
36	Avn. Week & Space Tech.	140,147	0.8
37	Professional Builder	134,952	ne
38	Infosystems	132,825	4.3
39	Emergency Medicine	130,440	−0.4
40	Postgraduate Medicine	127,518	2.4
41	Chemical & Engin. News	126,938	0.9
42	Restaurants & Insts.	126,654	18.9
43	Amer. Family Physician	126,327	−0.8
44	Computerworld	125,518	2.6
45	Motor	125,344	−1.0
46	Modern Salon	124,868	5.7
47	EDN	122,259	2.6
48	Mini-Micro Systems	122,000	7.2
49	Consultant	120,654	−1.5
50	Modern Medicine	120,375	0.2

Net Change in Avg. Circ. vs. '83

Rank 1984	Magazine Name	Net Chg. '83/'84	1984 Avg. Circulation
1	real estate today	28,516	618,778
2	Computer Decisions	27,503	167,611
3	Restaurant Business	22,121	105,990
4	Restaurants & Insts.	20,133	126,654
5	Datamation	13,778	148,878
6	Modern Office Technology	13,556	150,821
7	Restaurant Hospitality	12,672	95,198
8	Journal of Accountancy	9,515	273,086
9	The Office	8,406	154,042
10	MIS Week	8,349	108,599
11	Mini-Micro Systems	8,143	122,000
12	Modern Healthcare	8,096	78,443
13	Data Communications	7,141	41,046
14	Modern Salon	6,726	124,868
15	Journal of the AMA	6,725	321,797
16	Nation's Restaurant News	5,916	73,860
17	New England Jour.of Med.	5,836	213,447
18	Research & Development	5,490	113,092
19	Infosystems	5,424	132,825
20	ABA Journal	5,334	338,375
21	Advertising Age	5,195	84,317
22	Control Engineering	4,858	87,426
23	Iron Age	4,759	118,581
24	Packaging Digest	4,602	87,320
25	Heavy Duty Trucking	4,546	95,325
26	Bldg. Design & Constr.	3,895	67,742
27	Electronic Business	3,645	50,740
28	AOPA Pilot	3,600	267,364
29	Diversion	3,475	177,196
30	Computer Systems News	3,450	57,360
31	Billboard	3,356	46,961
32	Progressive Architecture	3,349	70,929
33	Computerworld	3,185	125,518
34	Builder	3,154	179,515
35	EDN	3,101	122,259
36	Postgraduate Medicine	2,979	127,518
37	Flying	2,934	332,772
38	Hospitals	2,845	84,222
39	Plant Engineering	2,517	105,024
40	The High Plains Journal	2,476	55,775
41	Medical Economics	2,368	172,878
42	EC&M	2,278	76,526
43	Business Insurance	2,099	44,514
44	Meetings & Conventions	1,788	78,619
45	Computer Design	1,754	92,149
46	Telephone Eng. & Mgmt.	1,743	36,556
47	Adweek	1,722	54,960
48	The Travel Agent	1,644	34,178
49	Drug Topics	1,570	80,240
50	Industrial Equip. News	1,552	202,350

ne = not estimated

Figures are Folio estimates for the calendar year 1984.

TOP 50 BUSINESS MAGAZINES

Average Subscription Circulation

Rank 1984	Magazine Name	1984 Average Sub. Circ.	% Chg. '83/'84
1	Farm Journal	925,515	– 5.7
2	real estate today	617,696	4.8
3	Progressive Farmer	569,786	– 12.5
4	Successful Farming	548,562	– 5.7
5	Nursing '84	511,140	– 3.5
6	RN	327,593	– 10.5
7	ABA Journal	324,957	1.0
8	Amer. Journal of Nursing	315,630	– 0.3
9	Journal of Accountancy	273,086	3.6
10	AOPA Pilot	267,364	1.4
11	Flying	254,291	– 0.1
12	Instructor	251,947	– 3.0
13	Journal of the AMA	241,184	0.3
14	American Medical News	223,176	– 3.1
15	New England Jour.of Med.	212,071	2.8
16	Hoard's Dairyman	185,879	– 5.3
17	Prairie Farmer	182,840	– 5.7
18	Builder	170,112	3.1
19	Science	154,369	– 1.5
20	The Farmer	144,256	– 3.8
21	Avn. Week & Space Tech.	140,147	0.8
22	Chemical & Engin. News	126,938	0.9
23	Computerworld	125,518	2.6
24	Motor	125,344	– 1.0
25	Engineering News-Record	103,134	– 0.9
26	Modern Salon	101,706	9.2
27	Wallaces Farmer	100,323	– 8.4
28	Electronics	99,504	– 2.4
29	Annals of Internal Med.	93,836	0.4
30	Advertising Age	81,733	6.5
31	EC&M	76,526	3.1
32	Architectural Record	75,164	– 1.0
33	Chronicle of Higher Ed.	70,943	– 0.4
34	Progressive Architecture	70,929	5.0
35	Nation's Restaurant News	70,743	9.4
36	Electronic News	66,605	– 0.4
37	Chemical Engineering	66,364	– 2.9
38	Oil & Gas Journal	62,013	– 1.3
39	Women's Wear Daily	61,399	1.6
40	Automotive News	61,233	2.2
41	Power	55,909	3.7
42	The High Plains Journal	55,775	4.6
43	Supermarket News	54,225	– 1.1
44	Modern Plastics	48,863	1.4
45	Architecture	44,460	ne
46	Interior Design	42,738	4.5
47	Chemical Week	42,309	– 3.0
48	Sales & Marketing Mgmt.	42,144	– 2.4
49	Publishers Weekly	38,198	0.8
50	Adweek	38,161	7.4

Net Chg. in Avg. Sub. Circ. vs. '83

Rank 1984	Magazine Name	Net Chg. '83/'84	1984 Avg. Sub. Circ.
1	real estate today	28,508	617,696
2	Journal of Accountancy	9,515	273,086
3	Modern Salon	8,547	101,706
4	Nation's Restaurant News	6,068	70,743
5	New England Jour.of Med.	5,828	212,071
6	Data Communications	5,533	36,002
7	Builder	5,051	170,112
8	Advertising Age	5,009	81,733
9	AOPA Pilot	3,600	267,364
10	Modern Healthcare	3,487	11,322
11	Progressive Architecture	3,349	70,929
12	Computerworld	3,185	125,518
13	ABA Journal	3,184	324,957
14	Adweek	2,631	38,161
15	The High Plains Journal	2,476	55,775
16	EC&M	2,278	76,526
17	Power	1,980	55,909
18	Interior Design	1,849	42,738
19	Institutional Investor	1,486	13,449
20	The Travel Agent	1,445	30,016
21	Business Insurance	1,371	29,076
22	Automotive News	1,305	61,233
23	Avn. Week & Space Tech.	1,140	140,147
24	Chemical & Engin. News	1,111	126,938
25	Billboard	1,034	32,367
26	Women's Wear Daily	966	61,399
27	American Banker	718	22,890
28	Journal of the AMA	699	241,184
29	Modern Plastics	652	48,863
30	Annals of Internal Med.	339	93,836
31	Publishers Weekly	302	38,198
32	Medical Economics	235	19,595
33	Telephony	191	28,972
34	Daily News Record	25	22,751
35	A.C., Htg.& Refrig. News	– 7	26,450
36	Discount Store News	– 45	22,391
37	Chemical Mktg. Reporter	– 70	15,955
38	Pensions & Invest. Age	– 92	12,084
39	Flying	– 223	254,291
40	Electronic News	– 242	66,605
41	Chronicle of Higher Ed.	– 287	70,943
42	HFD	– 381	31,705
43	DIY Retailing	– 417	33,788
44	Communications News	– 508	10,892
45	Supermarket News	– 615	54,225
46	Architectural Record	– 749	75,164
47	Oil & Gas Journal	– 820	62,013
48	Gifts & Decor. Access.	– 871	32,641
49	Engineering News-Record	– 885	103,134
50	Amer. Journal of Nursing	– 923	315,630

ne = not estimated

Figures are Folio estimates for the calendar year 1984.

TOP 50 BUSINESS MAGAZINES

Average Ad Pages per Copy

Rank 1984	Magazine Name	1984 Avg. Ad Pages/Copy
1	Interior Design	253
2	Electronic Design	238
3	EDN	226
4	Gifts & Decor. Access.	211
5	Amer. Family Physician	207
6	Design News	206
7	Diversion	199
8	Physician's Management	177
9	Bakery Prod. & Marketing	173
10	Restaurants & Insts.	168
11	Computer Design	166
12	Annals of Internal Med.	162
13	Electron. Pkging & Prod.	161
14	Mini-Micro Systems	161
15	Hospital Practice	160
16	Restaurant Business	160
17	Hospital Medicine	155
18	Consultant	153
19	Graphic Arts Monthly	152
20	Medical Economics	152
21	Modern Medicine	150
22	Institutional Investor	148
23	Bldg. Supply & Home Ctrs.	143
24	Machine Design	142
25	Data Communications	141
26	The Office	140
27	Datamation	138
28	MD	135
29	Control Engineering	133
30	Tooling & Production	133
31	Research & Development	129
32	Architectural Record	127
33	Computer Decisions	127
34	Meetings & Conventions	127
35	Professional Builder	126
36	Packaging Digest	124
37	DIY Retailing	123
38	Postgraduate Medicine	123
39	Computerworld	122
40	Institutional Distrib.	122
41	Electronic Business	119
42	Material Handling Engin.	119
43	American Machinist	118
44	Med. Asp. of Human Sex.	118
45	Successful Meetings	117
46	Restaurant Hospitality	111
47	Modern Healthcare	110
48	Modern Office Technology	107
49	Telephone Eng. & Mgmt.	107
50	Electronic Products	106

Average Editorial Pages per Copy

Rank 1984	Magazine Name	1984 Avg. Edit Pages/Copy
1	Amer. Family Physician	168
2	Annals of Internal Med.	160
3	Interior Design	149
4	Electronic Design	139
5	Physician's Management	135
6	Restaurants & Insts.	134
7	Diversion	133
8	Hospital Practice	131
9	Gifts & Decor. Access.	130
10	EDN	126
11	Successful Meetings	125
12	Data Communications	122
13	The High Plains Journal	121
14	Consultant	116
15	Bakery Prod. & Marketing	115
16	Institutional Investor	114
17	Postgraduate Medicine	114
18	Computer Design	113
19	ABA Journal	110
20	Modern Plastics	110
21	Computer Decisions	109
22	Bldg. Supply & Home Ctrs.	104
23	Mini-Micro Systems	104
24	DIY Retailing	103
25	Electron. Pkging & Prod.	103
26	Hospital Medicine	103
27	Modern Medicine	102
28	Plastics Technology	99
29	Medical Economics	97
30	Architectural Record	96
31	Fleet Owner/Big Fleet	95
32	MD	94
33	Communications News	93
34	Graphic Arts Monthly	93
35	Packaging Digest	93
36	Business & Comm. Avn.	92
37	Design News	91
38	Restaurant Business	91
39	Electronic Products	90
40	Bus. Computer Systems	89
41	The Office	89
42	American Machinist	88
43	Modern Healthcare	88
44	Architecture	87
45	Datamation	87
46	Meetings & Conventions	87
47	Oil & Gas Journal	84
48	Patient Care	83
49	Builder	82
50	Packaging	82

Figures are FOLIO estimates for the calendar year 1984.

FASTEST GROWING BUSINESS MAGAZINES BY TOTAL REVENUE

Overall

	(All divisions)	% Chg. '83/'84	Total Rev. ($000)
1	Electronic Business	82.6	7,657
2	Modern Healthcare	60.8	7,353
3	Electronic Buyers' News	49.5	15,400
4	Computer Systems News	47.4	14,300
5	Natl. Home Center News	42.3	6,279
6	Electronic Engin. Times	39.6	15,500
7	Builder	38.8	11,158
8	Electronic Products	38.5	7,200
9	Design News	37.5	21,868
10	Electronic News	37.2	27,465

Division One

	(Over $10 mil. total revenue)	% Chg. '83/'84	Total Rev. ($000)
1	Electronic Buyers' News	49.5	15,400
2	Computer Systems News	47.4	14,300
3	Electronic Engin. Times	39.6	15,500
4	Builder	38.8	11,158
5	Design News	37.5	21,868
6	Electronic News	37.2	27,465
7	American Medical News	36.2	11,749
8	Restaurants & Insts.	34.8	30,490
9	Computer Decisions	32.5	12,959
10	Electronic Design	29.9	30,390

Division Two

	($7 - $10 mil. total revenue)	% Chg. '83/'84	Total Rev. ($000)
1	Electronic Business	82.6	7,657
2	Modern Healthcare	60.8	7,353
3	Electronic Products	38.5	7,200
4	MIS Week	37.0	8,590
5	Packaging Digest	36.3	8,298
6	Restaurant Hospitality	27.1	7,253
7	Chronicle of Higher Ed.	24.3	9,641
8	Successful Meetings	23.5	8,169
9	Graphic Arts Monthly	22.4	7,100
10	Telephony	21.8	8,565

Division Three

	(Less than $7 mil. total revenue)	% Chg. '83/'84	Total Rev. ($000)
1	Natl. Home Center News	42.3	6,279
2	Pensions & Invest. Age	32.4	6,260
3	Bldg. Supply & Home Ctrs.	25.4	6,826
4	Control Engineering	23.8	6,992
5	InformationWeek	22.7	6,800
6	Material Handling Engin.	21.4	5,100
7	Physician's Management	19.2	6,583
8	Modern Salon	18.8	6,972
9	Packaging	18.6	4,914
10	Chemical Equipment	17.9	6,443

FASTEST GROWING BUSINESS MAGAZINES BY ADVERTISING REVENUE

Overall

	(All divisions)	% Chg. '83/'84	Ad Rev. ($000)
1	real estate today	90.8	1,429
2	Electronic Business	82.6	7,657
3	Modern Healthcare	57.9	6,787
4	Builder	57.7	8,370
5	Electronic Buyers' News	49.5	15,400
6	Computer Systems News	47.4	14,300
7	Natl. Home Center News	42.3	6,221
8	Electronic News	40.2	25,389
9	Electronic Engin. Times	39.6	15,500
10	Electronic Products	38.5	7,200

Division One

	(Over $10 mil. total revenue)	% Chg. '83/'84	Ad Rev. ($000)
1	real estate today	90.8	1,429
2	Builder	57.7	8,370
3	Electronic Buyers' News	49.5	15,400
4	Computer Systems News	47.4	14,300
5	Electronic News	40.2	25,389
6	Electronic Engin. Times	39.6	15,500
7	Design News	37.5	21,868
8	American Medical News	36.6	11,607
9	Restaurants & Insts.	34.8	30,490
10	Computer Decisions	32.5	12,959

Division Two

	($7 - $10 mil. total revenue)	% Chg. '83/'84	Ad Rev. ($000)
1	Electronic Business	82.6	7,657
2	Modern Healthcare	57.9	6,787
3	Electronic Products	38.5	7,200
4	MIS Week	37.0	8,590
5	Packaging Digest	36.3	8,298
6	Chronicle of Higher Ed.	35.8	6,804
7	Journal of Accountancy	31.7	4,739
8	Restaurant Hospitality	27.1	7,253
9	Chemical & Engin. News	24.1	7,320
10	Sales & Marketing Mgmt.	23.7	5,675

Division Three

	(Less than $7 mil. total revenue)	% Chg. '83/'84	Ad Rev. ($000)
1	Natl. Home Center News	42.3	6,221
2	Pensions & Invest. Age	36.0	5,535
3	Bldg. Supply & Home Ctrs.	25.4	6,826
4	Control Engineering	24.3	6,883
5	InformationWeek	22.7	6,800
6	Modern Salon	21.5	5,492
7	Material Handling Engin.	21.4	5,100
8	Motor	20.2	3,657
9	Physician's Management	19.2	6,583
10	Packaging	18.6	4,914

Figures are FOLIO estimates for the calendar year 1984.

FASTEST GROWING BUSINESS MAGAZINES BY SUBSCRIPTION REVENUE

Overall

(All divisions)		% Chg. '83/'84	Sub. Rev. ($000)
1	Modern Healthcare	106.6	566
2	Natl. Home Center News	38.7	58
3	Business Insurance	28.3	1,279
4	Data Communications	25.3	912
5	The Travel Agent	25.0	270
6	Institutional Investor	22.6	1,614
7	Adweek	19.4	1,824
8	Nation's Restaurant News	14.9	1,224
9	Communications News	13.9	272
10	Instructor	13.8	3,271

Division One

(Over $10 mil. total revenue)		% Chg. '83/'84	Sub. Rev. ($000)
1	The Travel Agent	25.0	270
2	Institutional Investor	22.6	1,614
3	Adweek	19.4	1,824
4	Nation's Restaurant News	14.9	1,224
5	American Banker	13.7	8,698
6	Advertising Age	11.3	4,126
7	Billboard	10.2	4,400
8	Architectural Record	10.0	2,365
9	Medical Economics	9.8	745
10	Electronic News	9.5	2,076

Division Two

($7 - $10 mil. total revenue)		% Chg. '83/'84	Sub. Rev. ($000)
1	Modern Healthcare	106.6	566
2	Business Insurance	28.3	1,279
3	Data Communications	25.3	912
4	Instructor	13.8	3,271
5	Publishers Weekly	13.2	2,586
6	A.C., Htg.& Refrig. News	8.6	1,014
7	Modern Plastics	8.0	1,318
8	Chemical Week	6.9	1,363
9	Telephony	6.4	788
10	Chemical & Engin. News	6.2	2,539

Division Three

(Less than $7 mil. total revenue)		% Chg. '83/'84	Sub. Rev. ($000)
1	Natl. Home Center News	38.7	58
2	Communications News	13.9	272
3	Drug Topics	13.0	21
4	Power	12.3	727
5	Discount Store News	11.6	209
6	Pensions & Invest. Age	10.4	725
7	Modern Salon	9.7	1,480
8	Progressive Architecture	8.6	1,573
9	AOPA Pilot	1.4	3,208
10	The High Plains Journal	0.2	1,124

FASTEST GROWING BUSINESS MAGAZINES BY ADVERTISING PAGES

Overall

(All divisions)		% Chg. '83/'84	Ad Pages
1	real estate today	60.8	134
2	Electronic Business	54.8	2,252
3	Builder	42.0	1,183
4	Electronic Buyers' News	41.2	4,476
5	Modern Healthcare	39.3	1,766
6	American Medical News	35.2	1,171
7	Electronic Products	33.2	2,011
8	Nation's Restaurant News	30.1	2,547
9	Computer Systems News	27.1	2,923
10	Natl. Home Center News	27.0	1,280

Division One

(Over $10 mil. total revenue)		% Chg. '83/'84	Ad Pages
1	real estate today	60.8	134
2	Builder	42.0	1,183
3	Electronic Buyers' News	41.2	4,476
4	American Medical News	35.2	1,171
5	Nation's Restaurant News	30.1	2,547
6	Computer Systems News	27.1	2,923
7	Restaurants & Insts.	22.9	4,362
8	EDN	22.3	6,096
9	Design News	21.8	4,949
10	Datamation	19.7	2,888

Division Two

($7 - $10 mil. total revenue)		% Chg. '83/'84	Ad Pages
1	Electronic Business	54.8	2,252
2	Modern Healthcare	39.3	1,766
3	Electronic Products	33.2	2,011
4	Packaging Digest	25.0	1,609
5	Chemical & Engin. News	24.2	1,471
6	Chronicle of Higher Ed.	22.0	2,277
7	Sales & Marketing Mgmt.	19.9	1,315
8	Successful Meetings	18.1	1,405
9	Journal of Accountancy	17.9	1,087
10	MIS Week	16.9	1,529

Division Three

(Less than $7 mil. total revenue)		% Chg. '83/'84	Ad Pages
1	Natl. Home Center News	27.0	1,280
2	Modern Salon	23.2	961
3	Control Engineering	21.1	1,723
4	Bldg. Supply & Home Ctrs.	18.4	1,713
5	Material Handling Engin.	17.5	1,551
6	Motor	17.2	579
7	Pensions & Invest. Age	17.1	918
8	Heavy Duty Trucking	16.0	1,114
9	Telephone Eng. & Mgmt.	15.1	2,571
10	Physician's Management	14.3	2,127

Figures are Folio estimates for the calendar year 1984.

FASTEST GROWING BUSINESS MAGAZINES BY AVERAGE CIRCULATION

Overall

	(All divisions)	% Chg. '83/'84	Average Circ.
1	Restaurant Business	26.4	105,990
2	Data Communications	21.1	41,046
3	Computer Decisions	19.6	167,611
4	Restaurants & Insts.	18.9	126,654
5	Restaurant Hospitality	15.4	95,198
6	Modern Healthcare	11.5	78,443
7	Datamation	10.2	148,878
8	Modern Office Technology	9.9	150,821
9	Nation's Restaurant News	8.7	73,860
10	MIS Week	8.3	108,599

Division One

	(Over $10 mil. total revenue)	% Chg. '83/'84	Average Circ.
1	Restaurant Business	26.4	105,990
2	Computer Decisions	19.6	167,611
3	Restaurants & Insts.	18.9	126,654
4	Datamation	10.2	148,878
5	Nation's Restaurant News	8.7	73,860
6	Billboard	7.7	46,961
7	Mini-Micro Systems	7.2	122,000
8	Advertising Age	6.6	84,317
9	Computer Systems News	6.4	57,360
10	The Travel Agent	5.1	34,178

Division Two

	($7 - $10 mil. total revenue)	% Chg. '83/'84	Average Circ.
1	Data Communications	21.1	41,046
2	Restaurant Hospitality	15.4	95,198
3	Modern Healthcare	11.5	78,443
4	MIS Week	8.3	108,599
5	Electronic Business	7.7	50,740
6	Packaging Digest	5.6	87,320
7	Research & Development	5.1	113,092
8	Business Insurance	4.9	44,514
9	Journal of Accountancy	3.6	273,086
10	Telephony	3.5	37,485

Division Three

	(Less than $7 mil. total revenue)	% Chg. '83/'84	Average Circ.
1	Modern Office Technology	9.9	150,821
2	Bldg. Design & Constr.	6.1	67,742
3	Control Engineering	5.9	87,426
4	Modern Salon	5.7	124,868
5	Progressive Architecture	5.0	70,929
6	The Office	5.8	154,042
7	Natl. Home Center News	5.0	32,781
8	Heavy Duty Trucking	5.0	95,325
9	Telephone Eng. & Mgmt.	5.0	36,556
10	Institutional Distrib.	4.3	31,588

FASTEST GROWING BUSINESS MAGAZINES BY AVG. SUBSCRIPTION CIRCULATION

Overall

	(All divisions)	% Chg. '83/'84	Avg. Sub. Circ.
1	Modern Healthcare	44.5	11,322
2	Natl. Home Center News	38.9	3,066
3	Data Communications	18.2	36,002
4	Institutional Investor	12.4	13,449
5	Nation's Restaurant News	9.4	70,743
6	Modern Salon	9.2	101,706
7	Adweek	7.4	38,161
8	Advertising Age	6.5	81,733
9	The Travel Agent	5.1	30,016
10	Progressive Architecture	5.0	70,929

Division One

	(Over $10 mil. total revenue)	% Chg. '83/'84	Avg. Sub. Circ.
1	Institutional Investor	12.4	13,449
2	Nation's Restaurant News	9.4	70,743
3	Adweek	7.4	38,161
4	Advertising Age	6.5	81,733
5	The Travel Agent	5.1	30,016
6	real estate today	4.8	617,696
7	Interior Design	4.5	42,738
8	Billboard	3.3	32,367
9	American Banker	3.2	22,890
10	Builder	3.1	170,112

Division Two

	($7 - $10 mil. total revenue)	% Chg. '83/'84	Avg. Sub. Circ.
1	Modern Healthcare	44.5	11,322
2	Data Communications	18.2	36,002
3	Business Insurance	4.9	29,076
4	Hospitals	4.8	6,474
5	Journal of Accountancy	3.6	273,086
6	EC&M	3.1	76,526
7	Modern Plastics	1.4	48,863
8	ABA Journal	1.0	324,957
9	Chemical & Engin. News	0.9	126,938
10	Publishers Weekly	0.8	38,196

Division Three

	(Less than $7 mil. total revenue)	% Chg. '83/'84	Avg. Sub. Circ.
1	Natl. Home Center News	38.9	3,066
2	Modern Salon	9.2	101,706
3	Progressive Architecture	5.0	70,929
4	The High Plains Journal	4.6	55,775
5	Power	3.7	55,909
6	AOPA Pilot	1.4	267,364
7	Drug Topics	1.2	632
8	Discount Store News	−0.2	22,391
9	Chemical Mktg. Reporter	−0.4	15,955
10	Pensions & Invest. Age	−0.8	12,084

Figures are FOLIO estimates for the calendar year 1984.

BUSINESS NEWCOMERS

Ad Revenue

		$000
1	Computer Retail News	11,700
2	Professional Builder	10,285
3	Prod. Design & Development	6,434
4	Bus. Computer Systems	6,200
5	Hospital Medicine	6,200
6	Med. Asp. of Human Sex.	5,700
7	Plastics Technology	5,060
8	Electron. Pkging & Prod.	4,910
9	Tooling & Production	4,863
10	Production Engineering	4,820
11	Architecture	4,406
	Total	70,578

Ad Pages

1	Computer Retail News	3,475
2	Electron. Pkging & Prod.	1,932
3	Hospital Medicine	1,856
4	Professional Builder	1,635
5	Tooling & Production	1,601
6	Med. Asp. of Human Sex.	1,410
7	Prod. Design & Development	1,206
8	Plastics Technology	1,166
9	Bus. Computer Systems	1,145
10	Production Engineering	974
11	Architecture	900
	Total	17,300

Avg. Ad Pages/Copy

1	Electron. Pkging & Prod.	161
2	Hospital Medicine	155
3	Tooling & Production	133
4	Professional Builder	126
5	Med. Asp. of Human Sex.	118
6	Prod. Design & Development	100
7	Bus. Computer Systems	95
8	Plastics Technology	90
9	Production Engineering	81
10	Computer Retail News	77
11	Architecture	75

Total Revenue

ad rev. + circ. rev.

		$000
1	Computer Retail News	11,700
2	Professional Builder	10,590
3	Prod. Design & Development	6,434
4	Bus. Computer Systems	6,200
5	Hospital Medicine	6,200
6	Med. Asp. of Human Sex.	5,700
7	Architecture	5,148
8	Plastics Technology	5,060
9	Electron. Pkging & Prod.	4,910
10	Tooling & Production	4,863
11	Production Engineering	4,820
	Total	71,625

Subscription Revenue

		$000
1	Architecture	742
2	Professional Builder	305
3	Bus. Computer Systems	0
4	Computer Retail News	0
5	Electron. Pkging & Prod.	0
6	Hospital Medicine	0
7	Med. Asp. of Human Sex.	0
8	Plastics Technology	0
9	Prod. Design & Development	0
10	Production Engineering	0
11	Tooling & Production	0
	Total	1,047

Avg. Edit. Pgs./Copy

1	Electron. Pkging & Prod.	103
2	Hospital Medicine	103
3	Plastics Technology	99
4	Bus. Computer Systems	89
5	Architecture	87
6	Professional Builder	78
7	Tooling & Production	74
8	Production Engineering	55
9	Computer Retail News	32
10	Med. Asp. of Human Sex.	16
11	Prod. Design & Development	ne

Average Circulation

1	Med. Asp. of Human Sex.	186,070
2	Hospital Medicine	159,305
3	Prod. Design & Development	152,033
4	Professional Builder	134,952
5	Bus. Computer Systems	117,966
6	Production Engineering	90,255
7	Tooling & Production	72,548
8	Architecture	54,010
9	Electron. Pkging & Prod.	44,307
10	Plastics Technology	41,338
11	Computer Retail News	38,906
	Total	1,091,690

Avg. Subscrip. Circ.

1	Architecture	44,460
2	Professional Builder	8,610
3	Bus. Computer Systems	0
4	Computer Retail News	0
5	Electron. Pkging & Prod.	0
6	Hospital Medicine	0
7	Med. Asp. of Human Sex.	0
8	Plastics Technology	0
9	Prod. Design & Development	0
10	Production Engineering	0
11	Tooling & Production	0
	Total	53,070

Avg. Total Pgs./Copy

ad pages + edit. pages

1	Electron. Pkging & Prod.	264
2	Hospital Medicine	258
3	Tooling & Production	207
4	Professional Builder	203
5	Plastics Technology	188
6	Bus. Computer Systems	185
7	Architecture	162
8	Production Engineering	137
9	Med. Asp. of Human Sex.	133
10	Computer Retail News	110
11	Prod. Design & Development	ne

ne = not estimated

Figures are FOLIO estimates for the calendar year 1984.

BUSINESS MARKET PERFORMANCE SUMMARIES

Total Revenue

Rank 1984	Market Name	1984 Total Rev. ($000)
1	Electronics	198,327
2	Data Management	185,784
3	Medical	180,040
4	Telecommunications	119,233
5	Industrial Products & Design Engineering	118,746
6	Finance & Investing	88,787
7	Retail Management	86,377
8	Architecture & Building	81,047
9	Food Service	76,283
10	Aerospace & Aviation	58,435
11	Marketing	54,235
12	Apparel	53,162
13	Business & Consumer Services	51,568
14	Chemicals	49,152
15	Automotive Industry	30,247
16	Nursing	30,119
17	Education	16,975
18	Metals	15,996

Advertising Revenue

Rank 1984	Market Name	1984 Ad Rev. ($000)
1	Electronics	193,754
2	Data Management	179,362
3	Medical	162,767
4	Industrial Products & Design Engineering	116,246
5	Telecommunications	109,712
6	Retail Management	83,851
7	Food Service	75,059
8	Architecture & Building	67,812
9	Finance & Investing	58,519
10	Apparel	48,612
11	Marketing	46,330
12	Aerospace & Aviation	43,353
13	Chemicals	42,800
14	Business & Consumer Services	31,013
15	Automotive Industry	26,646
16	Metals	15,996
17	Nursing	12,953
18	Education	10,867

Advertising Pages

Rank 1984	Market Name	1984 Ad Pages
1	Electronics	43,216
2	Medical	42,578
3	Data Management	31,757
4	Industrial Products & Design Engineering	23,371
5	Telecommunications	22,207
6	Retail Management	19,448
7	Food Service	14,845
8	Architecture & Building	13,883
9	Business & Consumer Services	11,573
10	Apparel	10,459
11	Chemicals	10,335
12	Finance & Investing	7,563
13	Marketing	7,399
14	Aerospace & Aviation	5,890
15	Automotive Industry	5,268
16	Metals	4,075
17	Education	3,051
18	Nursing	1,969

Average Circulation

Rank 1984	Market Name	1984 Avg. Circulation
1	Medical	2,982,975
2	Data Management	1,611,874
3	Industrial Products & Design Engineering	1,484,511
4	Electronics	1,370,281
5	Business & Consumer Services	1,308,931
6	Nursing	1,154,363
7	Aerospace & Aviation	792,168
8	Architecture & Building	735,413
9	Retail Management	533,744
10	Food Service	463,453
11	Telecommunications	458,103
12	Finance & Investing	418,789
13	Chemicals	409,519
14	Automotive Industry	357,964
15	Education	322,890
16	Metals	253,615
17	Marketing	181,421
18	Apparel	86,102

Subscription Revenue

Rank 1984	Market Name	1984 Sub. Rev. ($000)
1	Finance & Investing	21,653
2	Business & Consumer Services	20,556
3	Medical	17,273
4	Nursing	17,166
5	Aerospace & Aviation	13,245
6	Architecture & Building	12,764
7	Telecommunications	9,522
8	Marketing	7,449
9	Data Management	6,422
10	Chemicals	6,352
11	Education	6,109
12	Electronics	4,573
13	Apparel	4,306
14	Automotive Industry	3,601
15	Retail Management	2,526
16	Industrial Products & Design Engineering	2,500
17	Food Service	1,224
18	Metals	0

Average Subscription Circulation

Rank 1984	Market Name	1984 Avg. Sub. Circ.
1	Business & Consumer Services	1,274,831
2	Nursing	1,154,363
3	Medical	807,658
4	Aerospace & Aviation	661,802
5	Architecture & Building	515,147
6	Education	322,890
7	Telecommunications	283,436
8	Chemicals	251,566
9	Finance & Investing	220,200
10	Automotive Industry	186,577
11	Retail Management	178,448
12	Data Management	175,890
13	Electronics	168,287
14	Marketing	162,038
15	Industrial Products & Design Engineering	105,154
16	Apparel	84,150
17	Food Service	70,743
18	Metals	0

Figures are FOLIO estimates for the calendar year 1984.

Aerospace & Aviation

Market Highlights

CIRCULATION:

ALL TITLES UP CIRCULATIONS

Flying's number one circulation of 332,772 accounts for nearly half of the market's total. Biggest gain goes to *AOPA Pilot*, up 1.4% versus 1983. *Flying*, only book with a newsstand circ, boosts single-copy sales 4.2%.

AD PAGES:

TWO TITLES RECORD STRONG GROWTH

Aviation Week & Space Technology and *Flying* soar above the two other titles with a 15.3% and 12.3% rise in ad pages versus 1983. Overall, the market far surpasses its '83 ad page performance, lifting pages an average 7% in 1984.

REVENUE:

ADS FUEL TOTAL DOLLAR RISE

Strong ad revenue gains push up total revenue increases. Although not nearly at the rate of '83 growth, all three books enjoy subscription revenue boosts. *Flying*, the only book with three revenue sources, tops sub revenue gains and posts a number two total revenue gain of 8.4%. But *Aviation Week & Space Technology* flies first class in advertising (up 22.7%) and total revenue (up 17.6%) increases, bettering its number two performance of 1983.

AEROSPACE & AVIATION

Ad Pages

1 Avn. Week & Space Tech.	3,677
2 Business & Comm. Avn.	1,125
3 Flying	575
4 AOPA Pilot	513
Total	**5,890**

% Chg. Ad Pages

1984 vs. 1983	%
1 Avn. Week & Space Tech.	15.3
2 Flying	12.3
3 AOPA Pilot	1.2
4 Business & Comm. Avn.	−0.3

Net Chg. Ad Pages

1984 vs. 1983	
1 Avn. Week & Space Tech.	489
2 Flying	63
3 AOPA Pilot	6
4 Business & Comm. Avn.	−3
Total	**555**

Avg. Ad Pages/Copy

1 Business & Comm. Avn.	94
2 Avn. Week & Space Tech.	71
3 Flying	48
4 AOPA Pilot	43

Ad Revenue

	$000
1 Avn. Week & Space Tech.	24,600
2 Business & Comm. Avn.	8,504
3 Flying	6,834
4 AOPA Pilot	3,415
Total	**43,353**

% Chg. Ad Revenue

1984 vs. 1983	%
1 Avn. Week & Space Tech.	22.7
2 Flying	12.0
3 Business & Comm. Avn.	4.0
4 AOPA Pilot	3.6

Net Chg. Ad Revenue

1984 vs. 1983	$000
1 Avn. Week & Space Tech.	4,556
2 Flying	730
3 Business & Comm. Avn.	326
4 AOPA Pilot	120
Total	**5,732**

Avg. Edit. Pgs./Copy

1 Business & Comm. Avn.	92
2 Avn. Week & Space Tech.	68
3 AOPA Pilot	61
4 Flying	54

Average Circulation

1 Flying	332,772
2 AOPA Pilot	267,364
3 Avn. Week & Space Tech.	140,147
4 Business & Comm. Avn.	51,885
Total	**792,168**

% Chg. Avg. Circ.

1984 vs. 1983	%
1 AOPA Pilot	1.4
2 Flying	0.9
3 Avn. Week & Space Tech.	0.8
4 Business & Comm. Avn.	0.3

Net Chg. Avg. Circ.

1984 vs. 1983	
1 AOPA Pilot	3,600
2 Flying	2,934
3 Avn. Week & Space Tech.	1,140
4 Business & Comm. Avn.	159
Total	**7,833**

Avg. Total Pgs./Copy

ad pages + edit. pages	
1 Business & Comm. Avn.	185
2 Avn. Week & Space Tech.	139
3 AOPA Pilot	103
4 Flying	102

Total Revenue

ad rev. + circ. rev.	$000
1 Avn. Week & Space Tech.	30,878
2 Flying	12,430
3 Business & Comm. Avn.	8,504
4 AOPA Pilot	6,623
Total	**58,435**

% Chg. Total Revenue

1984 vs. 1983	%
1 Avn. Week & Space Tech.	17.6
2 Flying	8.4
3 Business & Comm. Avn.	4.0
4 AOPA Pilot	2.5

Subscription Revenue

	$000
1 Avn. Week & Space Tech.	6,278
2 Flying	3,759
3 AOPA Pilot	3,208
4 Business & Comm. Avn.	0
Total	**13,245**

% Chg. Sub. Revenue

1984 vs. 1983	%
1 Flying	4.3
2 AOPA Pilot	1.4
3 Avn. Week & Space Tech.	1.1
4 Business & Comm. Avn.	n/a

Avg. Subscrip. Circ.

1 AOPA Pilot	267,364
2 Flying	254,291
3 Avn. Week & Space Tech.	140,147
4 Business & Comm. Avn.	0
Total	**661,802**

% Chg. Avg. Sub. Circ.

1984 vs. 1983	%
1 AOPA Pilot	1.4
2 Avn. Week & Space Tech.	0.8
3 Business & Comm. Avn.	n/a
4 Flying	−0.1

Net Chg. Avg. Sub. Circ.

1984 vs. 1983	
1 AOPA Pilot	3,600
2 Avn. Week & Space Tech.	1,140
3 Business & Comm. Avn.	n/a
4 Flying	−223
Total	**4,517**

n/a = not applicable
ne = not estimated

MAGAZINE PROFILES

AOPA Pilot

The Aircraft Owners & Pilots Association
421 Aviation Way
Frederick, MD 21701
(301) 695-2056
Year founded: 1958
Published: Monthly

Publisher: John L. Baker
Other key contacts: Edward G. Tripp, Director Publications Division; Katrina B. Bradshaw, Advertising Manager

Editorial Description: AOPA Pilot is edited for the general aviation pilots and aircraft owners who are members of the Aircraft Owners and Pilots Association. It reports on FAA rules, regulations and actions of other U.S. Government agencies affecting private and business pilots. Special features for beginners and experienced pilots alike are designed to promote safer, more enjoyable flying through increased knowledge and pilot proficiency. Regular features include: Pilot News, Safety Corner, Washington Council, Never Again, VFR and IFR Survival Strategies and Legally Speaking.

Member: ABC
Primary SRDS Classification No. 7

Aviation Week & Space Technology

McGraw-Hill Publications Company
1221 Avenue of the Americas
New York, NY 10020
(212) 512-3288
Year founded: 1916
Published: Weekly

Publisher: Harold W. McGraw, III
Other key contacts: Paul C. Halas, Director of Sales & Marketing; Robert Rottmeier, Director International Sales & Marketing

Editorial Description: Aviation Week & Space Technology serves aerospace market sectors including military, government, commercial air transportation and corporate aviation. Industry coverage includes: military, commercial and corporate aircraft; rockets; missiles; space vehicles; powerplants; avionics; and related components and equipment.

Member: ABC, ABP

Primary SRDS Classification No. 7

Business and Commercial Aviation

Murdoch Magazines
Hangar C-1 Westchester County Airport
White Plains, NY 10604
(914) 948-1912
Year founded: 1958
Published: Monthly

Publisher: David W. Ewald
Advertising Director: Gary S. Worden
Other key contacts: Kenneth H. Ross, Eastern Manager; Robert W. Fyan Jr., Midwest/Intermountain Manager; Melissa Murphy, Southwest Manager; Joe Mesics, Western Manager

Editorial Description: Business and Commercial Aviation is edited for those who own and/or are responsible for management, operation and maintenance of business type aircraft (including commuters and helicopters). Intelligence sections summarize news while articles describe management techniques, new aircraft and accessory equipment, sales, procedures and maintenance methods.
Member: BPA, ABP
Primary SRDS Classification No. 7

(Continued on page 311)

Figures are FOLIO estimates for the calendar year 1984.

Apparel

Market Highlights

CIRCULATION:

FAIRCHILD TWINS STRENGTHEN FRANCHISE

Reversing minor circulation slippage in '83, *WWD* and the *Daily News Record* move their overall circulation performances into the plus column. Particularly dramatic: *WWD*'s 16.2% increase in its small newsstand circulation.

AD PAGES:

MARKET TOPS 10,000 PAGES

It's a one-two situation in ad pages. *WWD* runs twice as many pages as *Daily News Record*, but *DNR* more than doubles *WWD*'s page gains. *WWD*'s '84 performance outshines its '83 performance, however, pulling its total to nearly 7,000 pages.

REVENUE:

ALL SOURCES BOOST MARKET REVENUE

WWD's big newsstand turnaround produces an equally dramatic single-copy revenue reversal, from -20.7% in 1983 to +14.6% in 1984. However, brother book *DNR* tops total revenue (up 23.9%) and ad revenue (up 26%) gains. Sub revenue performances for both books also better those of 1983.

APPAREL

Ad Pages

1	Women's Wear Daily	6,972
2	Daily News Record	3,487
	Total	**10,459**

% Chg. Ad Pages

1984 vs. 1983

		%
1	Daily News Record	7.6
2	Women's Wear Daily	3.4

Net Chg. Ad Pages

1984 vs. 1983

1	Daily News Record	247
2	Women's Wear Daily	232
	Total	**479**

Avg. Ad Pages/Copy

1	Women's Wear Daily	28
2	Daily News Record	14

Ad Revenue

		$000
1	Women's Wear Daily	32,239
2	Daily News Record	16,373
	Total	**48,612**

% Chg. Ad Revenue

1984 vs. 1983

		%
1	Daily News Record	26.0
2	Women's Wear Daily	12.0

Net Chg. Ad Revenue

1984 vs. 1983

		$000
1	Women's Wear Daily	3,464
2	Daily News Record	3,374
	Total	**6,838**

Avg. Edit. Pgs./Copy

1	Women's Wear Daily	20
2	Daily News Record	16

Average Circulation

1	Women's Wear Daily	63,351
2	Daily News Record	22,751
	Total	**86,102**

% Chg. Avg. Circ.

1984 vs. 1983

		%
1	Women's Wear Daily	2.0
2	Daily News Record	0.1

Net Chg. Avg. Circ.

1984 vs. 1983

1	Women's Wear Daily	1,237
2	Daily News Record	25
	Total	**1,262**

Avg. Total Pgs./Copy

ad pages + edit. pages

1	Women's Wear Daily	48
2	Daily News Record	30

Total Revenue

ad rev. + circ. rev.

		$000
1	Women's Wear Daily	35,652
2	Daily News Record	17,510
	Total	**53,162**

% Chg. Total Revenue

1984 vs. 1983

		%
1	Daily News Record	23.9
2	Women's Wear Daily	11.0

Subscription Revenue

		$000
1	Women's Wear Daily	3,168
2	Daily News Record	1,138
	Total	**4,306**

% Chg. Sub. Revenue

1984 vs. 1983

		%
1	Women's Wear Daily	1.6
2	Daily News Record	0.1

Avg. Subscrip. Circ.

1	Women's Wear Daily	61,399
2	Daily News Record	22,751
	Total	**84,150**

% Chg. Avg. Sub. Circ.

1984 vs. 1983

		%
1	Women's Wear Daily	1.6
2	Daily News Record	0.1

Net Chg. Avg. Sub. Circ.

1984 vs. 1983

1	Women's Wear Daily	966
2	Daily News Record	25
	Total	**991**

Newsstand Revenue

		$000
1	Women's Wear Daily	244
2	Daily News Record	0
	Total	**244**

Avg. Newsstand Circ.

1	Women's Wear Daily	1,953
2	Daily News Record	0
	Total	**1,953**

% Chg. Avg. News. Circ.

1984 vs. 1983

		%
1	Women's Wear Daily	16.2
2	Daily News Record	n/a

Net Chg. Avg. News. Circ.

1984 vs. 1983

1	Women's Wear Daily	272
2	Daily News Record	n/a
	Total	**272**

% Chg. News. Revenue

1984 vs. 1983

		%
1	Women's Wear Daily	14.6
2	Daily News Record	n/a

n/a = not applicable
ne = not estimated

MAGAZINE PROFILES

Daily News Record

Fairchild Publications
7 East 12th Street
New York, NY 10003
(212) 741-4190
Year founded: 1893
Published: Daily (M-F)

Publisher: Herbert Blueweiss
Advertising Director: Morris Chaklai
Other key contacts: Steve Stoneburn, Senior Vice President; Michael Luther, Editor

Editorial Description: Daily News Record supplies fashion, product, merchandising and marketing news of men's and boys' wear and textiles. Coverage starts at the fiber producer level with daily primary market prices, and encompasses news of textile mills, clothing manufacturing, wholesaling and retailing, as well as primary prices, production and marketing news of textiles for industrial end products.

Member: ABC

Primary SRDS Classification No. 31

Women's Wear Daily

Fairchild Publications
7 East 12th Street
New York, NY 10003
(212) 741-4000
Year founded: 1910
Published: Daily (M-F)

Publisher: John B. Fairchild
Advertising Director: Olivia Thompson, Vice President & Associate Publisher
Other key contacts: Gene Fahy, Vice President Group Sales; Michael Coady, Senior Vice President, Associate Publisher, Executive Editor

Editorial Description: Women's Wear Daily reports on the business of fashion including women's and children's ready-to-wear, sportswear, innerwear, accessories, furs, legwear, and active sportswear, and on fiber and fabrics, cosmetics, fragrance and retail technology, to keep segments of the fast-changing fashion industry up-to-date. Regional issues, published 5 times a year each for Chicago, Atlanta, Dallas and California as well as WWD Germany twice a year, give coverage of regional shows to retailers who shop these markets.

Member: ABC

Primary SRDS Classification No. 35A

The Business of Fashion.

Fashion is serious business. And very [illegible] business. And Women's Wear Daily is at its very heart.

To read WWD every day is to gain extraordinary insight into the business of fashion. It is to be privy to trade secrets.

Because, quite simply, it is expert reporting. On the manufacturing and merchandising of women's and children's apparel. On fibers and fabrics. Advancements in technology.

It is where you will find out about the industry's velvet giants and self-made millionaires. It's about Seventh Avenue slick and la moda from Milan. Political philosophy and recommendations retailers can use. What they're saying on Wall Street and the word from Washington.

It's changes in import and export laws and coping with credit. It's identifying directions in design.

WWD is the way to read between the lines. It's privileged information.

More than 260 thousand readers in the fashion industry–from apparel manufacturers to designers to mill executives to bankers to chief operating officers and retail merchandise managers–read Women's Wear Daily every day.

If you are in the fashion business, you need to reach these decision-makers and opinion-shapers. Put your advertising message in Women's Wear Daily.

Where it will wear well.

WWD

The Business of Fashion.

WOMEN'S WEAR DAILY ☐ 7 EAST 12 STREET, NEW YORK, N.Y. 10003 ☐ (212) 741-4000

Architecture & Building

Market Highlights

CIRCULATION:

MARKET ADDS FOUR TITLES

Two books debuting in this FOLIO:400 market snare the number two and three circulation positions, *Professional Builder* at 134,952 and *Engineering News-Record*, 103,134. A total of four new arrivals nearly double the market's total circulation, but biggest book, *Builder*, remains a strong number one at 179,515. *Progressive Architecture* moves into the number one position in sub gains. *Building Design & Construction* just edges out *PA* for number one in total circ gains by increasing its controlled circulation 6.1%.

AD PAGES:

INTERIOR DESIGN TURNS AROUND

ID reverses a slight 1983 dip into negative growth with a 1984 page gain of 10%, strengthening its number one page position of 3,290. Market newcomer *Engineering News-Record* contributes 2,797 pages to market total for second place. *Builder* repeats its strong performance of 1983 with a whopping page gain of 42%, and number two *Architectural Record* finishes 1984 with an increase of 17% in pages versus 1983.

REVENUE:

STRONG PERFORMANCES REFLECT HOUSING MARKET

Interior Design beautifies its ad and total revenue picture dramatically, tripling its '83 gains and moving from number three to number two in both measurements. *Architectural Record* leads sub dollar gains, while *Builder* builds its balance with a number one 57.7% gain in ad dollars and a 38.8% lift in total dollars.

ARCHITECTURE & BUILDING

Ad Pages

1	Interior Design	3,290
2	Engineering News-Record	2,797
3	Architectural Record	1,781
4	Professional Builder	1,635
5	Builder	1,183
6	Bldg. Design & Constr.	1,153
7	Progressive Architecture	1,144
8	Architecture	900
	Total	**13,883**

% Chg. Ad Pages

1984 vs. 1983

		%
1	Builder	42.0
2	Architectural Record	17.0
3	Interior Design	10.0
4	Bldg. Design & Constr.	6.2
5	Engineering News-Record	1.5
6	Architecture	ne
7	Professional Builder	ne
8	Progressive Architecture	−7.7

Net Chg. Ad Pages

1984 vs. 1983

1	Builder	350
2	Interior Design	298
3	Architectural Record	259
4	Bldg. Design & Constr.	67
5	Engineering News-Record	41
6	Architecture	ne
7	Professional Builder	ne
8	Progressive Architecture	−96
	Total	**919**

Avg. Ad Pages/Copy

1	Interior Design	253
2	Architectural Record	127
3	Professional Builder	126
4	Builder	99
5	Bldg. Design & Constr.	96
6	Progressive Architecture	95
7	Architecture	75
8	Engineering News-Record	55

Ad Revenue

		$000
1	Engineering News-Record	12,083
2	Interior Design	11,803
3	Architectural Record	10,284
4	Professional Builder	10,285
5	Builder	8,370
6	Bldg. Design & Constr.	5,361
7	Progressive Architecture	5,220
8	Architecture	4,406
	Total	**67,812**

% Chg. Ad Revenue

1984 vs. 1983

		%
1	Builder	57.7
2	Interior Design	22.2
3	Architectural Record	20.0
4	Bldg. Design & Constr.	13.5
5	Engineering News-Record	6.7
6	Progressive Architecture	1.1
7	Architecture	ne
8	Professional Builder	ne

Net Chg. Ad Revenue

1984 vs. 1983

		$000
1	Builder	3,062
2	Interior Design	2,143
3	Architectural Record	1,714
4	Engineering News-Record	758
5	Bldg. Design & Constr.	637
6	Progressive Architecture	55
7	Architecture	ne
8	Professional Builder	ne
	Total	**8,369**

Avg. Edit. Pgs./Copy

1	Interior Design	149
2	Architectural Record	96
3	Architecture	87
4	Builder	82
5	Professional Builder	78
6	Progressive Architecture	78
7	Bldg. Design & Constr.	57
8	Engineering News-Record	43

Average Circulation

1	Builder	179,515
2	Professional Builder	134,952
3	Engineering News-Record	103,134
4	Architectural Record	75,164
5	Progressive Architecture	70,929
6	Bldg. Design & Constr.	67,742
7	Architecture	54,010
8	Interior Design	49,967
	Total	**735,413**

% Chg. Avg. Circ.

1984 vs. 1983

		%
1	Bldg. Design & Constr.	6.1
2	Progressive Architecture	5.0
3	Interior Design	2.3
4	Builder	1.8
5	Architecture	ne
6	Professional Builder	ne
7	Engineering News-Record	−0.9
8	Architectural Record	−1.0

Net Chg. Avg. Circ.

1984 vs. 1983

1	Bldg. Design & Constr.	3,895
2	Progressive Architecture	3,349
3	Builder	3,154
4	Interior Design	1,140
5	Architecture	ne
6	Professional Builder	ne
7	Architectural Record	−749
8	Engineering News-Record	−885
	Total	**9,904**

Avg. Total Pgs./Copy

ad pages + edit. pages

1	Interior Design	402
2	Architectural Record	224
3	Professional Builder	203
4	Builder	180
5	Progressive Architecture	173
6	Architecture	162
7	Bldg. Design & Constr.	153
8	Engineering News-Record	98

▶

n/a = not applicable
ne = not estimated

MAGAZINE PROFILES

Architectural Record

McGraw-Hill Information Systems Company
1221 Avenue of the Americas
New York, NY 10020
(212) 512-4685
Year founded: 1981
Published: 14x per year

Publisher: Paul B. Beatty
Advertising Director: Paul B. Beatty
Other key contacts: Harrington A. Rose, Director of National Advertising

Editorial Description: Architectural Record is edited for architects and engineers engaged in building design and product specification. Editorial content includes business (news of building volume, legal activity, office practice, computers, marketing) design, engineering and new products and literature. Just over 50 percent of editorial is devoted to design: the presentation of important new buildings, design philosophy, urban planning and interior design.

Member: BPA

Primary SRDS Classification No. 4

ARCHITECTURE

Hanley-Wood, Inc.
1735 New York Ave., N.W.
Washington, D.C. 20006
(202) 626-7471
Year founded: 1913
Published: Monthly

Advertising Director: John D. Payne

Editorial Description: ARCHITECTURE is the official publication of the American Institute of Architects published at AIA Headquarters in Washington, D.C. Every month ARCHITECTURE provides architects with information and ideas vital to the profession. This includes critical evaluations of new and existing works from individual buildings to entire communities. ARCHITECTURE also provides news coverage of topics important to architects including association events, legislation, new products, book reviews, etc. The editorial goal is to provide a qualitative commentary on the value and effect of architecture on the built environment as it relates to the art and science of the profession.

Member: BPA

Primary SRDS Classification No. 4

BUILDER

Hanley-Wood, Inc.
655 15th St., NW, Ste. 475
Washington, DC 20005
(202) 737-0717
Year founded: 1947
Published: Monthly

Publisher: Michael M. Wood
Advertising Director: Peter H. Miller
Other key contacts: Frank Anton, Editor; John T. Aquino, Associate Publisher; Michael J. Hanley, Chairman

Editorial Description: BUILDER, the official magazine of the National Association of Home Builders, is committed to helping the housing industry build better housing. To do this it provides balanced coverage of subjects and issues important to the housing industry, including design, marketing, business management, the economy, finance, construction, new products, commercial building and remodeling, as well as home building, government affairs and the activities of NAHB. Special editorial features include: "Outlook," a monthly market forecast from NAHB's Chief Economist, Michael Sumichrast; "Design Workshop" and "Sketchbook," monthly stories ▶

Figures are FOLIO estimates for the calendar year 1984.

ARCHITECTURE & BUILDING

Continued

Total Revenue

	ad rev. + circ. rev.	$000
1	Engineering News-Record	15,590
2	Interior Design	13,758
3	Architectural Record	12,649
4	Builder	11,158
5	Professional Builder	10,590
6	Progressive Architecture	6,793
7	Bldg. Design & Constr.	5,361
8	Architecture	5,148
	Total	**81,047**

% Chg. Total Revenue

	1984 vs. 1983	%
1	Builder	38.8
2	Interior Design	19.0
3	Architectural Record	18.0
4	Bldg. Design & Constr.	13.5
5	Engineering News-Record	6.4
6	Progressive Architecture	2.7
7	Architecture	ne
8	Professional Builder	ne

Subscription Revenue

		$000
1	Engineering News-Record	3,507
2	Builder	2,788
3	Architectural Record	2,365
4	Progressive Architecture	1,573
5	Interior Design	1,484
6	Architecture	742
7	Professional Builder	305
8	Bldg. Design & Constr.	0
	Total	12,764

% Chg. Sub. Revenue

	1984 vs. 1983	%
1	Architectural Record	10.0
2	Progressive Architecture	8.6
3	Engineering News-Record	5.3
4	Interior Design	4.5
5	Builder	2.0
6	Architecture	ne
7	Bldg. Design & Constr.	n/a
8	Professional Builder	ne

Avg. Subscrip. Circ.

1	Builder	170,112
2	Engineering News-Record	103,134
3	Architectural Record	75,164
4	Progressive Architecture	70,929
5	Architecture	44,460
6	Interior Design	42,738
7	Professional Builder	8,610
8	Bldg. Design & Constr.	0
	Total	515,147

% Chg. Avg. Sub. Circ.

	1984 vs. 1983	%
1	Progressive Architecture	5.0
2	Interior Design	4.5
3	Builder	3.1
4	Architecture	ne
5	Bldg. Design & Constr.	n/a
6	Professional Builder	ne
7	Engineering News-Record	−0.9
8	Architectural Record	−1.0

Net Chg. Avg. Sub. Circ.

	1984 vs. 1983	
1	Builder	5,051
2	Progressive Architecture	3,349
3	Interior Design	1,849
4	Architecture	ne
5	Bldg. Design & Constr.	n/a
6	Professional Builder	ne
7	Architectural Record	−749
8	Engineering News-Record	−885
	Total	**8,615**

n/a = not applicable
ne = not estimated

MAGAZINE PROFILES

on good design; "Project of the Month," a monthly focus on innovative housing; and "Shop Talk," a regular feature on construction techniques.

Member: BPA

Primary SRDS Classification No. 19

Building Design & Construction

Cahners Publishing Company
1350 East Touhy Avenue
P.O. Box 5080
Des Plaines, IL 60018
(312) 635-8800
Published: Monthly

Publisher: Daniel E. Comiskey
Advertising Director: John N. Stellwagen
Other key contacts: Lisa M. Zurick, Marketing Services Manager

Editorial Description: Building Design & Construction is edited for the Building Team of Owners, Architects, Engineers and Contractors who are involved in the design, construction and ownership of Commercial, Industrial and Institutional buildings. Features cover business and technology innovations in design, construction and management methods. Interpretive articles cover industry trends, government action, economic concerns and business practices.

Member: BPA

Primary SRDS Classification No. 4

Engineering News-Record

McGraw-Hill Information Systems Company
1221 Avenue of the Americas
New York, NY 10020
(212) 512-3131
Year founded: 1874
Published: Weekly

Publisher: David J. McGrath
Advertising Director: Lynn Lutjen, Marketing Manager
Other key contacts: Dennis Witenstein, Business Manager

Editorial Description: Engineering News-Record is a weekly magazine reporting Business News and Technical News on many types of construction, worldwide. The market includes Nonresidential Buildings (manufacturing, commercial educational, hospital, government service, recreational and religious); Residential Buildings (apartments, hotels, motels, dormitories and nursing homes); Transportation (highways, bridges, mass transit, airports, space and military bases); Water Use and Control (waterworks, sewerage, harbors, flood control, irrigation, pollution control, reservoirs and dams); Electricity, Gas Communications (utilities and pipelines). Business News; contract awards, planned projects, bid dates, legislation, labor costs, prices, wages, employment. Technical News: design and construction stories; accidents, failures, safety; planning; material and equipment.

Member: ABC, ABP, MPA
Primary SRDS Classification No. 41

Interior Design

Cahners Publishing Company
475 Park Avenue South
New York, NY 10016
(212) 686-0555
Year founded: 1932
Published: Monthly

Publisher: Lester Dundes
Advertising Director: Don W. Gross

Editorial Description: Interior Design is edited for professional designer/specifiers of contract

(Continued on page 311)

Automotive Industry

Market Highlights

CIRCULATION:

1984 CIRCULATION GAINS OUTSTRIP 1983

The market's circulation gains for 1984 far surpass those of last year, as market adds nearly 4,700 copies. Number two *Automotive News* reverses 1983's slippage and turns in a gain of 2.2% in '84. Controlled circ *Heavy Duty Trucking* tops gains, with a 5% boost vs. 1983.

AD PAGES:

PAGES GROW; *MOTOR* SCORES DRAMATIC TURNAROUND

The market's ad page growth of nearly 5% is fueled in part by *Motor*'s dramatic turnaround: Number one in 1984 page gains with 17.2% rise versus last year. Smallest circ book, *Automotive News*, continues to carry nearly half the market's 5,268 pages, while the "truck books" run wheel to wheel in ad pages.

REVENUE:

BIGGEST GAINS GO TO SMALLER BOOKS

Painting a healthy revenue picture, three out of four books record double-digit total dollar increases. Smaller titles lead in ad dollar gains, particularly number one *Motor*, up 20.2%. *Heavy Duty Trucking* clocks the top speed in total revenue gains at plus 17.2%.

AUTOMOTIVE INDUSTRY

Ad Pages

1 Automotive News	2,385
2 Fleet Owner/Big Fleet	1,190
3 Heavy Duty Trucking	1,114
4 Motor	579
Total	**5,268**

% Chg. Ad Pages

1984 vs. 1983	%
1 Motor	17.2
2 Heavy Duty Trucking	16.0
3 Fleet Owner/Big Fleet	4.3
4 Automotive News	1.2

Net Chg. Ad Pages

1984 vs. 1983	
1 Heavy Duty Trucking	154
2 Motor	85
3 Fleet Owner/Big Fleet	49
4 Automotive News	28
Total	**316**

Avg. Ad Pages/Copy

1 Fleet Owner/Big Fleet	99
2 Heavy Duty Trucking	93
3 Motor	48
4 Automotive News	44

Ad Revenue

	$000
1 Automotive News	10,905
2 Fleet Owner/Big Fleet	6,842
3 Heavy Duty Trucking	5,242
4 Motor	3,657
Total	**26,646**

% Chg. Ad Revenue

1984 vs. 1983	%
1 Motor	20.2
2 Heavy Duty Trucking	17.2
3 Fleet Owner/Big Fleet	12.3
4 Automotive News	10.6

Net Chg. Ad Revenue

1984 vs. 1983	$000
1 Automotive News	1,041
2 Heavy Duty Trucking	768
3 Fleet Owner/Big Fleet	748
4 Motor	615
Total	**3,172**

Avg. Edit. Pgs./Copy

1 Fleet Owner/Big Fleet	95
2 Motor	43
3 Automotive News	30
4 Heavy Duty Trucking	ne

Average Circulation

1 Motor	125,344
2 Heavy Duty Trucking	95,325
3 Fleet Owner/Big Fleet	76,062
4 Automotive News	61,233
Total	**357,964**

% Chg. Avg. Circ.

1984 vs. 1983	%
1 Heavy Duty Trucking	5.0
2 Automotive News	2.2
3 Fleet Owner/Big Fleet	0.1
4 Motor	– 1.0

Net Chg. Avg. Circ.

1984 vs. 1983	
1 Heavy Duty Trucking	4,546
2 Automotive News	1,305
3 Fleet Owner/Big Fleet	104
4 Motor	– 1,292
Total	**4,663**

Avg. Total Pgs./Copy

ad pages + edit. pages	
1 Fleet Owner/Big Fleet	194
2 Motor	92
3 Automotive News	74
4 Heavy Duty Trucking	ne

Total Revenue

ad rev. + circ. rev.	$000
1 Automotive News	13,295
2 Fleet Owner/Big Fleet	6,842
3 Heavy Duty Trucking	5,242
4 Motor	4,868
Total	**30,247**

% Chg. Total Revenue

1984 vs. 1983	%
1 Heavy Duty Trucking	17.2
2 Motor	14.1
3 Fleet Owner/Big Fleet	12.3
4 Automotive News	9.1

Subscription Revenue

	$000
1 Automotive News	2,390
2 Motor	1,211
3 Fleet Owner/Big Fleet	0
4 Heavy Duty Trucking	0
Total	**3,601**

% Chg. Sub. Revenue

1984 vs. 1983	%
1 Automotive News	3.0
2 Fleet Owner/Big Fleet	n/a
3 Heavy Duty Trucking	n/a
4 Motor	– 1.0

Avg. Subscrip. Circ.

1 Motor	125,344
2 Automotive News	61,233
3 Fleet Owner/Big Fleet	0
4 Heavy Duty Trucking	0
Total	**186,577**

% Chg. Avg. Sub. Circ.

1984 vs. 1983	%
1 Automotive News	2.2
2 Fleet Owner/Big Fleet	n/a
3 Heavy Duty Trucking	n/a
4 Motor	– 1.0

Net Chg. Avg. Sub. Circ.

1984 vs. 1983	
1 Automotive News	1,305
2 Fleet Owner/Big Fleet	n/a
3 Heavy Duty Trucking	n/a
4 Motor	– 1,292
Total	**13**

n/a = not applicable
ne = not estimated

MAGAZINE PROFILES

Automotive News

Crain Communications Inc.
1400 Woodbridge Avenue
Detroit, MI 48207
(313) 446-6000
Year founded: 1925
Published: Weekly

Publisher: Keith E. Crain, Editorial Director
Other key contacts: M. Reid MacGuidwin, Marketing Director

Editorial Description: Automotive News covers current events and developments involving the automotive trade. News articles include sales and production figures, market analysis, interpretation of news reports, insight into industry problems, legislation affecting the automotive business, new styling, engineering, production and material developments, special reports. Special features include: monthly sections covering Auto Making Service Management, Automotive World News, the Truck Industry and Leisure Vehicles.
Member: ABC, ABP
Primary SRDS Classification No. 6

FLEET OWNER
(Big Fleet Edition)

McGraw-Hill Publications Company
1221 Avenue of the Americas
New York, NY 10020
(212) 512-4563
Year founded: 1928
Published: Monthly

Publisher: Paul Kisseberth
Advertising Director: Peter Callahan
Other key contacts: Joseph Eckl, Manager Marketing & Production Services

Editorial Description: FLEET OWNER (Big Fleet Edition) is edited for management personnel responsible for the administration, operations, maintenance and specification of truck and bus fleets having 10 or more vehicles. Feature articles and special reports cover management procedures, operating techniques, equipment and maintenance planning and practice, safety regulations, industry news, present and prospective equipment developments. Regular departments include: staff opinion reports on labor, maintenance, equipment, operations, economics; transportation economic forecast from Data Resource, Inc.; Dateline News and analysis; Technical News; new vehicles, new products and current literature.

Member: BPA

Primary SRDS Classification No. 96

Heavy Duty Trucking

Newport Publications
4001 Westerly Place #106, Box W
Newport Beach, CA 92658
(714) 833-0512
Year founded: 1922
Published: Monthly

Publisher: Kent Powell
Advertising Director: George Jacouides
Other key contacts: Michael F. Falletich, Marketing Manager

Editorial Description: Heavy Duty Trucking is written for heavy truck fleets operating tractor-trailer combinations and straight trucks of Class 7 & 8 (over 26,000 lbs. gvw). News and feature

(Continued on page 311)

Figures are FOLIO estimates for the calendar year 1984.

Business & Consumer Services

Market Highlights

CIRCULATION:

MARKET CIRCULATION GAINS STEADILY

In 1984, the Business & Consumer Services market doubles its 1983 circulation gains, for an average of 4% growth. Smallest circ book, *The Travel Agent*, is tops in growth, up 5.1% versus 1983. Biggest circ, *real estate today*, reversing last year's performance, moves into the plus column with a 4.9% increase.

AD PAGES:

PAGES CONTINUE UP; *REAL ESTATE TODAY* TOPS AD BOOM

The category lifts its page total to 11,573. Biggest book, *The Travel Agent*, remains number one with 8,138 pages. Repeating its 1983 growth performance, *real estate today* posts a dramatic 60.8% gain, and *Journal of Accountancy* moves up a notch into number two in growth with a 17.9% increase versus year ago.

REVENUE:

AVERAGE TOTAL REVENUE INCREASE 13.5%

Four of five titles post double-digit gains in total revenue for a market average of 13.5%. *Journal of Accountancy* (up 16.5%) moves to number two in 1984 growth. *JOA* missed first place by a nose, deferring to last year's top gainer, *ABA Journal*, up 16.6%.

BUSINESS & CONSUMER SERVICES

Ad Pages

1	The Travel Agent	8,138
2	Business Insurance	1,507
3	Journal of Accountancy	1,087
4	ABA Journal	707
5	real estate today	134
	Total	**11,573**

% Chg. Ad Pages

1984 vs. 1983		%
1	real estate today	60.8
2	Journal of Accountancy	17.9
3	ABA Journal	9.6
4	Business Insurance	1.3
5	The Travel Agent	−0.2

Net Chg. Ad Pages

1984 vs. 1983		
1	Journal of Accountancy	165
2	ABA Journal	62
3	real estate today	51
4	Business Insurance	19
5	The Travel Agent	−13
	Total	**284**

Avg. Ad Pages/Copy

1	Journal of Accountancy	91
2	ABA Journal	59
3	The Travel Agent	51
4	Business Insurance	29
5	real estate today	15

Ad Revenue

		$000
1	The Travel Agent	12,827
2	Business Insurance	6,524
3	ABA Journal	5,494
4	Journal of Accountancy	4,739
5	real estate today	1,429
	Total	**31,013**

% Chg. Ad Revenue

1984 vs. 1983		%
1	real estate today	90.8
2	Journal of Accountancy	31.7
3	ABA Journal	22.8
4	Business Insurance	13.7
5	The Travel Agent	8.2

Net Chg. Ad Revenue

1984 vs. 1983		$000
1	Journal of Accountancy	1,141
2	ABA Journal	1,020
3	The Travel Agent	974
4	Business Insurance	787
5	real estate today	680
	Total	**4,602**

Avg. Edit. Pgs./Copy

1	ABA Journal	110
2	Journal of Accountancy	77
3	real estate today	55
4	The Travel Agent	25
5	Business Insurance	22

▶

MAGAZINE PROFILES

ABA Journal
The Lawyer's Magazine

American Bar Association
750 North Lake Shore Drive
Chicago, IL 60611
(312) 988-5000
Year founded: 1915
Published: Monthly

Publisher: Richard B. Allen
Assistant Publisher: Grant Duers
Other key contacts: Joseph Flanagan, Sales Manager; James McDonald, Sales Manager

Editorial Description: The ABA Journal is edited for those in the legal profession, and primarily for lawyers in private practice or judges of trial or appellate courts, federal and state. Articles deal with matters of current interest to the legal professional. Articles are not strictly limited to the law, but are chosen to provide insight into problems facing society that have legal implications. Reviews of books of general interest are included along with reviews of technical legal works. Other regular departments are devoted to digests of U.S. Supreme Court decisions, significant rulings of other courts and government agencies and taxation.

Member: BPA

Primary SRDS Classification No. 80

Business Insurance

Crain Communications Inc.
220 East 42nd Street, Suite 930
New York, NY 10017
(212) 210-0133
Year founded: 1967
Published: Weekly

Publisher: Alfred Malecki
Advertising Director: Donald A. Walsh
Other key contacts: Robert L. Niesse, Midwest Sales Manager

Editorial Description: Business Insurance is edited for risk/insurance/benefit management executives and financial executives who purchase property, casualty and employee benefit insurance. It carries news about: risk management, insurance, loss prevention and benefits; developments in commercial insurance, underwriting, new policies, financial performance of insurers and brokers, trends affecting availability of insurance and related services; effects of accidents and disasters; large court awards; insurance and benefits regulation; developments in health care insurance/services. Specials include: annual survey of financial growth of agents/brokers, including exclusive listing of 20 largest U.S. brokers; financial report on excess/surplus lines insurance market, and others.

Member: BPA

Primary SRDS Classification No. 72

Journal of Accountancy

American Institute of Certified Public Accountants
1211 Avenue of the Americas
New York, NY 10036-8775
(212) 575-6286
Year founded: 1905
Published: Monthly

Publisher: Thomas J. Murphy
Advertising Director: Richard J. Flynn
Other key contacts: Scott Cheney, Advertising Production

Editorial Description: Journal of Accountancy reports on current thinking, developments and trends in accounting, auditing, management advisory services, taxation, education, professional affairs, and related subjects. Each issue contains a selection of articles by CPAs, executives or consultants plus these regular features—News Report, Practitioners Forum, Statements in Quotes, Current Reading and Official Releases.

Member: ABC

Primary SRDS Classification No. 20

real estate today

National Association of Realtors
430 North Michigan Avenue
Chicago, IL 60611-4087
(312) 329-8490
Year founded: 1968
Published: 9x per year

Publisher: David L. Murray
Advertising Director: Kathryn H. Dickason

Editorial Description: real estate today is intended to serve as a forum for ideas, opinions and practical applications in various areas of residential, brokerage management and commercial-investment real estate. It reports and comments on issues of national interest to the real estate industry, provides a vehicle for disseminating policy statements of the national association and includes information on the national association's activities and interests.

Member: BPA

Primary SRDS Classification No. 19A

The Travel Agent

The American Traveler, Inc.
2 West 46th Street
New York, NY 10036
(212) 575-9000
Published: Semiweekly

Publisher: Eric Friedheim
Associate Publisher: Art Lubin

Editorial Description: The Travel Agent is edited for travel agents and tour wholesalers and it is a publication concentrating on the presentation of news reports covering the various phases of domestic and international travel. Articles, averaging 12 per issue, deal in depth with market research, travel marketing, agent training, etc. Departments include business roundup; personnel changes; trends and forecast from Europe, Pacific, Caribbean, North America; agent sales aids; tour offerings, travel promotion, hotel classifications, tariff data and travel agent proficiency tests. Travel supplements on tourist areas and annual Travel Blue Book and travel films and agent surveys are also included.

Member: ABC

Primary SRDS Classification No. 149B

Figures are FOLIO estimates for the calendar year 1984.

BUSINESS & CONSUMER SERVICES

Continued

Average Circulation

1 real estate today	618,778
2 ABA Journal	338,375
3 Journal of Accountancy	273,086
4 Business Insurance	44,514
5 The Travel Agent	34,178
Total	**1,308,931**

% Chg. Avg. Circ.

1984 vs. 1983	%
1 The Travel Agent	5.1
2 Business Insurance	4.9
3 real estate today	4.8
4 Journal of Accountancy	3.6
5 ABA Journal	1.6

Net Chg. Avg. Circ.

1984 vs. 1983	
1 real estate today	28,516
2 Journal of Accountancy	9,515
3 ABA Journal	5,334
4 Business Insurance	2,099
5 The Travel Agent	1,644
Total	**47,108**

Avg. Total Pgs./Copy

ad pages + edit. pages	
1 ABA Journal	169
2 Journal of Accountancy	167
3 The Travel Agent	76
4 real estate today	70
5 Business Insurance	51

Total Revenue

ad rev. + circ. rev.	$000
1 real estate today	13,474
2 The Travel Agent	13,097
3 Journal of Accountancy	9,913
4 Business Insurance	7,803
5 ABA Journal	7,281
Total	**51,568**

% Chg. Total Revenue

1984 vs. 1983	%
1 ABA Journal	16.6
2 Journal of Accountancy	16.5
3 Business Insurance	15.9
4 real estate today	10.1
5 The Travel Agent	8.5

Subscription Revenue

	$000
1 real estate today	12,045
2 Journal of Accountancy	5,175
3 ABA Journal	1,787
4 Business Insurance	1,279
5 The Travel Agent	270
Total	**20,556**

% Chg. Sub. Revenue

1984 vs. 1983	%
1 Business Insurance	28.3
2 The Travel Agent	25.0
3 Journal of Accountancy	5.4
4 real estate today	4.8
5 ABA Journal	1.0

Avg. Subscrip. Circ.

1 real estate today	617,696
2 ABA Journal	324,957
3 Journal of Accountancy	273,086
4 The Travel Agent	30,016
5 Business Insurance	29,076
Total	**1,274,831**

% Chg. Avg. Sub. Circ.

1984 vs. 1983	%
1 The Travel Agent	5.1
2 Business Insurance	4.9
3 real estate today	4.8
4 Journal of Accountancy	3.6
5 ABA Journal	1.0

Net Chg. Avg. Sub. Circ.

1984 vs. 1983	
1 real estate today	28,508
2 Journal of Accountancy	9,515
3 ABA Journal	3,184
4 The Travel Agent	1,445
5 Business Insurance	1,371
Total	**44,023**

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☐ CYCLE ☐ CAR & DRIVER ☐ STEREO REVIEW ☐ CYCLE WORLD

Chemicals

Market Highlights

CIRCULATION:

LAST YEAR'S LOSSES NEARLY DISAPPEAR

This six-book market rebounds from a tough 1983 when only one book of seven recorded an increase in circulation. Four books move into the plus column, and two titles cut their losses considerably. *Chemical & Engineering News*, last year's top circulation gainer, repeats with a 0.9% increase.

AD PAGES:

MARKET PRODUCES DRAMATIC TURNAROUND

In 1984, this market's average gains versus year ago are almost 10% per book. In contrast, its *losses* averaged -8.8% in 1983. *Chemical Processing* reverses its page performance most dramatically, going from a -15.8% decline in 1983 to a 7.8% gain in 1984. The only book in the plus column last year (up 3.7%), *Chemical & Engineering News*, experiences fastest growth, up 24.2% versus year ago.

REVENUE:

REVENUES REACT TO PAGE GROWTH

The market's ad-page turnaround fuels a revenue boom, as five titles post double-digit ad dollar gains in 1984. Overall, sub revenues improve slightly, contributing to an average improvement in total revenues of 12.7%. *Chemical & Engineering News* leads in two out of three measurements, and more than doubles its '83 ad dollar growth pace with a 24.1% increase.

CHEMICALS

Ad Pages

1	Chemical Engineering	2,406
2	Chemical Mktg. Reporter	2,109
3	Chemical Week	1,673
4	Chemical & Engin. News	1,471
5	Chemical Processing	1,431
6	Chemical Equipment	1,245
	Total	**10,335**

% Chg. Ad Pages

1984 vs. 1983

		%
1	Chemical & Engin. News	24.2
2	Chemical Engineering	11.6
3	Chemical Equipment	10.2
4	Chemical Processing	7.8
5	Chemical Week	3.0
6	Chemical Mktg. Reporter	2.0

Net Chg. Ad Pages

1984 vs. 1983

1	Chemical & Engin. News	287
2	Chemical Engineering	251
3	Chemical Equipment	115
4	Chemical Processing	103
5	Chemical Week	48
6	Chemical Mktg. Reporter	42
	Total	**846**

Avg. Ad Pages/Copy

1	Chemical Equipment	104
2	Chemical Processing	102
3	Chemical Engineering	93
4	Chemical Mktg. Reporter	40
5	Chemical Week	33
6	Chemical & Engin. News	29

Ad Revenue

		$000
1	Chemical Engineering	10,972
2	Chemical Week	8,344
3	Chemical & Engin. News	7,320
4	Chemical Equipment	6,443
5	Chemical Processing	5,406
6	Chemical Mktg. Reporter	4,315
	Total	**42,800**

% Chg. Ad Revenue

1984 vs. 1983

		%
1	Chemical & Engin. News	24.1
2	Chemical Equipment	17.9
3	Chemical Processing	13.3
4	Chemical Mktg. Reporter	12.0
5	Chemical Engineering	11.0
6	Chemical Week	6.3

Net Chg. Ad Revenue

1984 vs. 1983

		$000
1	Chemical & Engin. News	1,420
2	Chemical Engineering	1,086
3	Chemical Equipment	979
4	Chemical Processing	633
5	Chemical Week	495
6	Chemical Mktg. Reporter	464
	Total	**5,077**

Avg. Edit. Pgs./Copy

1	Chemical Engineering	77
2	Chemical & Engin. News	44
3	Chemical Week	37
4	Chemical Mktg. Reporter	36
5	Chemical Equipment	33
6	Chemical Processing	ne

Average Circulation

1	Chemical & Engin. News	126,938
2	Chemical Processing	80,097
3	Chemical Equipment	70,442
4	Chemical Engineering	66,364
5	Chemical Week	49,723
6	Chemical Mktg. Reporter	15,955
	Total	**409,519**

% Chg. Avg. Circ.

1984 vs. 1983

		%
1	Chemical & Engin. News	0.9
2	Chemical Equipment	0.5
3	Chemical Processing	0.1
4	Chemical Week	0.0
5	Chemical Mktg. Reporter	−0.4
6	Chemical Engineering	−2.9

Net Chg. Avg. Circ.

1984 vs. 1983

1	Chemical & Engin. News	1,111
2	Chemical Equipment	335
3	Chemical Processing	62
4	Chemical Week	2
5	Chemical Mktg. Reporter	−70
6	Chemical Engineering	−1,962
	Total	**−522**

Avg. Total Pgs./Copy

ad pages + edit. pages

1	Chemical Engineering	170
2	Chemical Equipment	137
3	Chemical Mktg. Reporter	76
4	Chemical & Engin. News	73
5	Chemical Week	70
6	Chemical Processing	ne

Total Revenue

ad rev. + circ. rev.

		$000
1	Chemical Engineering	12,549
2	Chemical & Engin. News	9,859
3	Chemical Week	9,707
4	Chemical Equipment	6,443
5	Chemical Processing	5,406
6	Chemical Mktg. Reporter	5,188
	Total	**49,152**

% Chg. Total Revenue

1984 vs. 1983

		%
1	Chemical & Engin. News	18.9
2	Chemical Equipment	17.9
3	Chemical Processing	13.3
4	Chemical Engineering	9.7
5	Chemical Mktg. Reporter	9.7
6	Chemical Week	6.4

Subscription Revenue

		$000
1	Chemical & Engin. News	2,539
2	Chemical Engineering	1,577
3	Chemical Week	1,363
4	Chemical Mktg. Reporter	873
5	Chemical Equipment	0
6	Chemical Processing	0
	Total	**6,352**

% Chg. Sub. Revenue

1984 vs. 1983

		%
1	Chemical Week	6.9
2	Chemical & Engin. News	6.2
3	Chemical Engineering	1.8
4	Chemical Equipment	n/a
5	Chemical Processing	n/a
6	Chemical Mktg. Reporter	−0.3

n/a = not applicable
ne = not estimated

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☐ CYCLE ☐ CAR & DRIVER ☐ STEREO REVIEW ☐ CYCLE WORLD

Figures are Folio estimates for the calendar year 1984.

CHEMICALS

Continued

Avg. Subscrip. Circ.

1	Chemical & Engin. News	126,938
2	Chemical Engineering	66,364
3	Chemical Week	42,309
4	Chemical Mktg. Reporter	15,955
5	Chemical Equipment	0
6	Chemical Processing	0
	Total	251,566

% Chg. Avg. Sub. Circ.

	1984 vs. 1983	%
1	Chemical & Engin. News	0.9
2	Chemical Equipment	n/a
3	Chemical Processing	n/a
4	Chemical Mktg. Reporter	−0.4
5	Chemical Engineering	−2.9
6	Chemical Week	−3.0

Net Chg. Avg. Sub. Circ.

	1984 vs. 1983	
1	Chemical & Engin. News	1,111
2	Chemical Equipment	n/a
3	Chemical Processing	n/a
4	Chemical Mktg. Reporter	−70
5	Chemical Week	−1,319
6	Chemical Engineering	−1,962
	Total	−2,240

n/a = not applicable
ne = not estimated

MAGAZINE PROFILES

Chemical & Engineering News

American Chemical Society
1155 Sixteenth Street, N.W.
Washington, DC 20036
(202) 872-4600
Year founded: 1923
Published: Weekly

Publisher: Michael Heylin, Editor
Ad Management: Centcom, Ltd.
25 Sylvan Road South, Box 231
Westport, CT 06881
Advertising Director: Benjamin W. Jones, Vice President
Other key contacts: Thomas N. J. Koerwer, President

Editorial Description: Chemical & Engineering News is edited to provide coverage of technical and business developments throughout the chemical process industries. Reports on management, industry and business, sales and marketing, research, production and technology, chemicals, equipment, international, government and people.

Member: ABC

Primary SRDS Classification No. 28

Chemical Engineering

McGraw-Hill Publications Company
1221 Avenue of the Americas
New York, NY 10020
(212) 512-4653
Year founded: 1902
Published: Biweekly

Publisher: Alan R. Morris
Advertising Director: Peter B. Stien

Editorial Description: Chemical Engineering is edited to inform chemical engineers and other technical personnel in the Chemical Process Industries about technical and industrial developments, and interpret their significance. Content includes a newsletter, roundup feature news, stories that highlight trends, articles describing new engineering techniques, pollution control processes, extensive state-of-the-art reports, plus coverage of offerings of new equipment, new chemicals, materials, engineering systems and services, new manufacturers' literature, and new technical books. Regular departments include Process Technology, professional development (You & Your Job), Operation & Maintenance, Cost File, Materials Engineering, Plant Notebook, and Chemputers.

Member: ABC

Primary SRDS Classification No. 28

Chemical Equipment

Gordon Publications Inc.
13 Emery Avenue
P.O. Box 1952
Dover, NJ 07801
(201) 361-9060
Year founded: 1962
Published: Monthly

Publisher: Bud Ramsey
Other key contacts: Tom Wolf, Group Publisher

Editorial Description: Chemical Equipment is edited for those engineers and plant operation personnel concerned with design, building, engineering, operating and maintaining chemical process plants. The editorial consists of new product write-ups and new literature releases.

Member: BPA

Primary SRDS Classification No. 28

Chemical Marketing Reporter

Schnell Publishing Company, Inc.
100 Church Street
New York, NY 10007
(212) 732-9820
Year founded: 1871
Published: Weekly

Publisher: Arthur R. Kavaler, President
Other key contacts: John A. Mulheren, Vice President/Marketing; J. Ronald Doran, Assistant Advertising Director

Editorial Description: Chemical Marketing Reporter is an international newspaper for the chemical process industries. With an editorial accent on the economics of the business, CMR is primarily for buyers and sellers of chemicals and related materials. Editorial content includes analytical reports on developments in the chemical marketplace, plant expansions, new technology, corporate mergers, finance, current chemical prices, legislative-regulatory matters, personnel changes, etc.

Member: ABC

Primary SRDS Classification No. 28

Chemical Processing

Putman Publishing Company
301 East Erie Street
Chicago, IL 60611
(312) 644-2020
Year founded: 1938
Published: 15x per year

Publisher: Roger J. Davis

Editorial Description: Chemical Processing is edited for operating management in the chemical processing industries. By case history methods, new solutions to CPI plant operating problems are reported. Articles describe actual processes, equipment and material used—stressing "how and why" they are more efficient. Information concerning the products that are used is also reported.

Member: ABP, BPA

Primary SRDS Classification No. 28

Chemical Week

McGraw-Hill Publications Company
1221 Avenue of the Americas
New York, NY 10020
(212) 512-2500
Year founded: 1914
Published: Weekly

Publisher: Howard M. Mager

Editorial Description: Chemical Week reports and interprets the news for business and technical management of the Chemical Process Industries. Its editorial pages communicate the facts, analyze their significance and point out profit implications of the news—within the areas of business, technology and marketing. Major departments include: Behind the News; Viewpoint; Business, Technology, Market and Washington Newsletters; Engineering; Administration; Production; Research; Sales; Markets; Specialties; Countdown; International; Special Reports; Letters; Meetings. In summary, CW's editorial answers these questions: "What's New?"—"In the industry? In processes, chemicals, equipment—all products and services?"; "How can these help CPI management to greater profits?"

Member: ABC, BPA

Primary SRDS Classification No. 28

AEROSPACE & AVIATION

Continued from page 296

Flying

CBS Magazines
One Park Avenue
New York, NY 10016
(212) 503-4212
Year founded: 1927
Published: Monthly

Publisher: Jay Durfee
Advertising Director: Richard Koenig, Associate Publisher
Other key contacts: Patricia Luebke, Advertising Manager

Editorial Description: Flying Magazine is edited for pilots and aircraft owners active in the field of general aviation. News, semi-technical and feature articles include evaluation reports on single-engine, multi-engine, turboprop, pure jet and rotary-wing aircraft, pilot proficiency, navigation, weather safety, FAA regulations, and new equipment. Editorial content emphasizes private, business and commercial flying. Included each month are features on FAA and industry news, flying safety, and piloting business airplanes.

Member: ABC
Primary SRDS Classification No. 4

ARCHITECTURE & BUILDING

Continued from page 302

Interior Design (cont.)

and residential interiors. Every issue presents news about people, events, and activities of major market interest. Every issue presents feature coverage of both contract and residential installations. Feature articles also highlight sources of supply for furniture, fabrics, carpeting, floor and wall coverings, accessories, hardware, lamps, lighting, building products, etc.

Member: ABC

Primary SRDS Classification No. 73

Professional Builder

Cahners Publishing Company
1350 East Touhy
Des Plaine, IL 60018
(312) 635-8800
Year founded: 1936
Published: 13x per year

Publisher: Peter T. Orsi
Other key contacts: David E. Link, Associate Publisher

Editorial Description: Professional Builder is edited for principals and executives of building/contractor firms that develop, build and/or remodel housing and other light construction structures. Articles deal with trends, new developments, design, marketing, financing, political, legislative and economic events that could affect the housing and light construction business. Special features include: Annual report on Giants in Housing; National Association of Home Builder Convention Preview; Attached Housing; Remodeling & Recycling; Kitchen and Bathroom Design; Custom & Luxury Home; the Sun Belt Market; Cost Cutting Ideas; the Best Selling Model Homes; Non-Residential Building; Manufactured Housing; Consumer Demands in Housing.

Member: ABC, BPA
Primary SRDS Classification No. 19

Progressive Architecture

Reinhold Publishing Company
600 Summer Street
P.O. Box 1361
Stamford, CT 06904
(203) 348-7531
Year founded: 1919
Published: Monthly

Publisher: Peter J. Moore
Advertising Director: Charles B. Selden
Other key contacts: John F. Kelly, Western Sales Manager; Daniel H. Desimone, Business Manager.

Editorial Description: Progressive Architecture is edited to provide information for architectural professionals on the latest developments in their field, as well as inspiration to look beyond conventional solutions. Feature articles cover the two principal concerns of all architectural professionals: architectural design and "technics"—the technology of building. Architectural and interior design features include critical evaluation, ample photographs, thorough documentation through detailed drawings, precise construction data, and building materials lists. P/A Technics features concentrate on construction components, materials, and techniques determined by architectural professionals, rather than engineers or other consultants.

Member: ABC, ABP, MPA

Primary SRDS Classification No. 4

AUTOMOTIVE

Continued from page 304

Heavy Duty Trucking (cont.)

articles are designed to help provide more efficient management through the selection, operation and maintenance of trucks, trailers, components and equipment. Articles cover long and short haul operations, private, for-hire and contract carriage, both on and off-highway.

Member: BPA

Primary SRDS Classification No. 96

Motor

Hearst Books Business Publishing Group
555 West 57th Street
New York, NY 10019
(212) 399-5657
Year founded: 1903
Published: Monthly

Publisher: Frank P. Camastro
Other key contacts: Robert H. Swenson, National Sales Manager; Sal Gitto, Tom Jones, Bill Dougherty, Jeffrey Ahl, Richard Buesman, Advertising Representatives

Editorial Description: Motor is for the professional automobile and light-truck mechanic. The publication contains regular how-to articles on repair and preventive maintenance techniques. It also includes information on the products and equipment needed in the service business, as well as feature articles on management and merchandising. Although the emphasis is technical, Motor offers its readers additional in-depth investigative reports on important aftermarket issues, as well as industry news and market trends.

Member: ABC

Primary SRDS Classification No. 6

SOMETIMES, A NAME SAYS IT ALL.

HIGH-TECH MARKETING
INSIDE THE
BEST
MARKETING PROGRAMS

HIGH-TECH MARKETING: There's No Function More Vital To High-Tech Companies

For high-tech companies, *high-tech marketing* says it all—and spells the difference between ultimate success and failure. Technology and products already exist to take us into the next century. But market penetration of these products has barely begun. And producers of engineered products are realizing the biggest challenge they face is *marketing*.

As the emphasis swings from product development to marketing, high-tech marketers are being called on to meet the challenge. They're fast taking the place of the technology wizards as the market's new key players. They're responsible for advertising, packaging, distribution, trade shows, promotions—and every other marketing function it takes to turn hot product ideas into hot products.

HIGH-TECH MARKETING: There's No Medium More Effective In Reaching High-Tech Marketers

For high-tech marketers, HIGH-TECH MARKETING says it all too. Marketers of engineered products face far different buying patterns and situations than marketers of any other products. And HIGH-TECH MARKETING is the leading magazine where marketing meets technology, to give technology marketers a much-needed source of information addressing their specialized needs. Which makes HIGH-TECH MARKETING the most effective medium to reach high-tech marketers. It gives you access to more, better-qualified high-tech marketers than any other marketing publication. It makes an unmatched commitment to editorial originality and usefulness, resulting in unparalleled ad readership.

If you sell ad space to high-tech companies, or want to bring your sales/marketing services and products to this huge, still-untapped market, your ad belongs in HIGH-TECH MARKETING. Because just as our name says it all, our proven values give it all to you: the vast, ever-growing high-tech market.

For details and a complete media kit, call or write publisher Bob Dowling today.

HIGH-TECH MARKETING™

163 Main Street, Westport, CT 06880/(203) 222-0935

Data Management
Market Highlights

CIRCULATION:

VOLATILE MARKET BOOSTS TOTAL CIRCULATION BY 35%

One book exits and three books join this market. The result: a jump in total circulation of 35%. Circ gains versus 1983, in the market average 7.4%. *Data Communications* posts a number one increase of 21.1%, more than double its '83 pace, while number three *Datamation* nearly triples its 1983 growth to 10.2%.

AD PAGES:

'84 INCREASES BUILD ON PREVIOUS YEAR'S STRENGTH

The market builds on a banner 1983, recording major double-digit gains for 1984 average of +10.5%. Most dramatic jump, *Electronics Business* (new last year) at 54.8%. Numbers two and three in total pages *Computer Systems News* and *Datamation*, also secure those positions in page gains with double-digit increases.

REVENUE:

MARKET DOLLARS JUMP 30%

Dollar circuits blaze as total market revenues grow by 30%. Increases average 23.7%. Twelve of 15 titles score double-digit increases, led by distant number one *Electronic Business*, up 82.6%. *Computer Systems News*, number three money maker in the category, scores the number two revenue increase of 47.4%.

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THE NEWSWEEKLY FOR THE COMPUTER COMMUNITY

COMPUTERWORLD
375 Cochituate Road, Box 880
Framingham, MA 01701
(617) 879-0700

DATA MANAGEMENT

Ad Pages

1	Computerworld	6,350
2	Computer Systems News	2,923
3	Datamation	2,888
4	Mini-Micro Systems	2,413
5	Computer Design	2,324
6	Electronic Business	2,252
7	Data Communications	2,120
8	Computer Decisions	2,038
9	The Office	1,681
10	MIS Week	1,529
11	Modern Office Technology	1,289
12	Bus. Computer Systems	1,145
13	InformationWeek	1,092
14	Communications News	889
15	Infosystems	824
	Total	**31,757**

% Chg. Ad Pages
1984 vs. 1983

		%
1	Electronic Business	54.8
2	Computer Systems News	27.1
3	Datamation	19.7
4	MIS Week	16.9
5	InformationWeek	9.0
6	Modern Office Technology	6.4
7	Computer Decisions	6.1
8	Computerworld	5.6
9	Communications News	5.0
10	Data Communications	4.7
11	Computer Design	3.8
12	Bus. Computer Systems	ne
13	Infosystems	– 2.9
14	Mini-Micro Systems	– 2.9
15	The Office	– 5.9

Net Chg. Ad Pages
1984 vs. 1983

1	Electronic Business	797
2	Computer Systems News	623
3	Datamation	476
4	Computerworld	239
5	MIS Week	221
6	Computer Decisions	118
7	Data Communications	96
8	InformationWeek	90
9	Computer Design	84
10	Modern Office Technology	78
11	Communications News	42
12	Bus. Computer Systems	ne
13	Infosystems	– 25
14	Mini-Micro Systems	– 71
15	The Office	– 106
	Total	**2,662**

Avg. Ad Pages/Copy

1	Computer Design	166
2	Mini-Micro Systems	161
3	Data Communications	141
4	The Office	140
5	Datamation	138
6	Computer Decisions	127
7	Computerworld	122
8	Electronic Business	119
9	Modern Office Technology	107
10	Bus. Computer Systems	95
11	Communications News	74
12	Infosystems	69
13	Computer Systems News	61
14	InformationWeek	40
15	MIS Week	30

Ad Revenue

		$000
1	Computerworld	50,160
2	Datamation	18,983
3	Computer Systems News	14,300
4	Mini-Micro Systems	13,200
5	Computer Decisions	12,959
6	Computer Design	10,800
7	MIS Week	8,590
8	Electronic Business	7,657
9	Data Communications	7,468
10	InformationWeek	6,800
11	The Office	6,395
12	Bus. Computer Systems	6,200
13	Communications News	5,706
14	Modern Office Technology	5,200
15	Infosystems	4,944
	Total	**179,362**

% Chg. Ad Revenue
1984 vs. 1983

		%
1	Electronic Business	82.6
2	Computer Systems News	47.4
3	MIS Week	37.0
4	Computer Decisions	32.5
5	Datamation	26.5
6	InformationWeek	22.7
7	Computerworld	17.1
8	Data Communications	15.0
9	Mini-Micro Systems	14.6
10	Communications News	12.2
11	Computer Design	12.2
12	Modern Office Technology	10.5
13	Infosystems	1.5
14	The Office	1.5
15	Bus. Computer Systems	ne

Net Chg. Ad Revenue
1984 vs. 1983

		$000
1	Computerworld	7,309
2	Computer Systems News	4,600
3	Datamation	3,979
4	Electronic Business	3,464
5	Computer Decisions	3,179
6	MIS Week	2,320
7	Mini-Micro Systems	1,685
8	InformationWeek	1,260
9	Computer Design	1,175
10	Data Communications	973
11	Communications News	622
12	Modern Office Technology	494
13	The Office	95
14	Infosystems	75
15	Bus. Computer Systems	ne
	Total	**31,230**

Avg. Edit. Pgs./Copy

1	Data Communications	122
2	Computer Design	113
3	Computer Decisions	109
4	Mini-Micro Systems	104
5	Communications News	93
6	Bus. Computer Systems	89
7	The Office	89
8	Datamation	87
9	Electronic Business	77
10	Modern Office Technology	70
11	Computerworld	62
12	Infosystems	55
13	Computer Systems News	30
14	MIS Week	30
15	InformationWeek	27

n/a = not applicable
ne = not estimated

MAGAZINE PROFILES

Business Computer Systems

Cahners Publishing Company
275 Washington Street
Newton, MA 02158
(617) 964-3030
Year founded: 1982
Published: Monthly

Publisher: Richard W. Molden

Editorial Description: Business Computer Systems is a computer publication devoted to the buyer of business computer systems in business applications. Business Computer Systems' controlled circulation is identified by business application and type of computer in current use at their business location. Editorial coverage emphasizes peripherals, software and other related products for the expansion of business computer systems.

Member: BPA

Primary SRDS Classification No. 5A

Communications News

Harcourt Brace Jovanovich Publications
7500 Old Oak Blvd.
Cleveland, OH 44130
(216) 243-8100
Year founded: 1964
Published: Monthly

Publisher: Bruce Howat
Advertising Director: Dorothy Derpack
Other key contacts: William McRoy, Eastern Advertising Director; Warren Saas, Midwestern Advertising Director

Editorial Description: Communications News contains news of new developments in voice, video and data communications management, equipment and techniques. Annual editorial percentages are: news, 17%; features and case histories, 31%; technical articles, 18%; regular departments (editorials, book reviews, answers to reader questions and letters from readers), 11%; and new products and literature, 23%. Major subject areas covered are: telephone and telegraph, 17%; radio, TV and CATV, 11%; two-way radio, 16%; data communications, 31%; facsimile, 8%; microwave and satellite communications, 11%; communications technology, 6%.

Member: BPA

Primary SRDS Classification No. 142

Computer Decisions

Hayden Publishing Company, Inc.
10 Mulholland Drive
Hasbrouck Heights, NJ 07604
(201) 393-6000
Year founded: 1969
Published: Biweekly

Publisher: Don Huber
Advertising Director: Nick Bubany
Other key contacts: Emily Ruffing, Sales Support Manager

Editorial Description: Computer Decisions publishes feature articles to help MIS/DP management and company management increase the productivity and profits of their organizations through the use of Information/EDP Systems in large organizations. The editorial includes columns on software, office automation, microsystems, and management careers written by experts. Other editorial includes news and new developments in Information Systems/EDP products, services, and software. Feature articles report on new ideas, management techniques, applications, on expanding into profitable/government and educational organizations.

Member: BPA

Primary SRDS Classification No. 5A

Figures are Folio estimates for the calendar year 1984.

DATA MANAGEMENT

Continued

Average Circulation

1	Computer Decisions	167,611
2	The Office	154,042
3	Modern Office Technology	150,821
4	Datamation	148,878
5	Infosystems	132,825
6	Computerworld	125,518
7	Mini-Micro Systems	122,000
8	Bus. Computer Systems	117,966
9	MIS Week	108,599
10	InformationWeek	100,025
11	Computer Design	92,149
12	Computer Systems News	57,360
13	Electronic Business	50,740
14	Communications News	42,294
15	Data Communications	41,046
	Total	1,611,874

% Chg. Avg. Circ.

	1984 vs. 1983	%
1	Data Communications	21.1
2	Computer Decisions	19.6
3	Datamation	10.2
4	Modern Office Technology	9.9
5	MIS Week	8.3
6	Electronic Business	7.7
7	Mini-Micro Systems	7.2
8	Computer Systems News	6.4
9	The Office	5.8
10	Infosystems	4.3
11	Computerworld	2.6
12	Computer Design	1.9
13	Bus. Computer Systems	ne
14	InformationWeek	0.0
15	Communications News	– 1.1

Net Chg. Avg. Circ.

	1984 vs. 1983	
1	Computer Decisions	27,503
2	Datamation	13,778
3	Modern Office Technology	13,556
4	The Office	8,406
5	MIS Week	8,349
6	Mini-Micro Systems	8,143
7	Data Communications	7,141
8	Infosystems	5,424
9	Electronic Business	3,645
10	Computer Systems News	3,450
11	Computerworld	3,185
12	Computer Design	1,754
13	InformationWeek	16
14	Bus. Computer Systems	ne
15	Communications News	– 453
	Total	103,897

Avg. Total Pgs./Copy

	ad pages + edit. pages	
1	Computer Design	279
2	Mini-Micro Systems	265
3	Data Communications	264
4	Computer Decisions	236
5	The Office	229
6	Datamation	225
7	Electronic Business	196
8	Bus. Computer Systems	185
9	Computerworld	184
10	Modern Office Technology	177
11	Communications News	167
12	Infosystems	124
13	Computer Systems News	91
14	InformationWeek	67
15	MIS Week	60

Total Revenue

	ad rev. + circ. rev.	$000
1	Computerworld	55,294
2	Datamation	18,983
3	Computer Systems News	14,300
4	Mini-Micro Systems	13,200
5	Computer Decisions	12,959
6	Computer Design	10,800
7	MIS Week	8,590
8	Data Communications	8,380
9	Electronic Business	7,657
10	InformationWeek	6,800
11	The Office	6,499
12	Bus. Computer Systems	6,200
13	Communications News	5,978
14	Modern Office Technology	5,200
15	Infosystems	4,944
	Total	185,784

% Chg. Total Revenue

	1984 vs. 1983	%
1	Electronic Business	82.6
2	Computer Systems News	47.4
3	MIS Week	37.0
4	Computer Decisions	32.5
5	Datamation	26.5
6	InformationWeek	22.7
7	Data Communications	16.0
8	Computerworld	15.0
9	Mini-Micro Systems	14.6
10	Communications News	12.3
11	Computer Design	12.2
12	Modern Office Technology	10.5
13	Infosystems	1.5
14	The Office	1.4
15	Bus. Computer Systems	ne

Subscription Revenue

		$000
1	Computerworld	5,134
2	Data Communications	912
3	Communications News	272
4	The Office	104
5	Bus. Computer Systems	0
6	Computer Decisions	0
7	Computer Design	0
8	Computer Systems News	0
9	Datamation	0
10	Electronic Business	0
11	InformationWeek	0
12	Infosystems	0
13	Mini-Micro Systems	0
14	MIS Week	0
15	Modern Office Technology	0
	Total	6,422

% Chg. Sub. Revenue

	1984 vs. 1983	%
1	Data Communications	25.3
2	Communications News	13.9
3	Bus. Computer Systems	n/a
4	Computer Decisions	n/a
5	Computer Design	n/a
6	Computer Systems News	n/a
7	Datamation	n/a
8	Electronic Business	n/a
9	InformationWeek	n/a
10	Infosystems	n/a
11	Mini-Micro Systems	n/a
12	MIS Week	n/a
13	Modern Office Technology	n/a
14	Computerworld	– 1.5
15	The Office	– 3.1

▶

n/a = not applicable
ne = not estimated

MAGAZINE PROFILES

Computer Design

PennWell Publishing Company
119 Russell Street
Littleton, MA 01460
(617) 486-9501
Year founded: 1962
Published: 18x per year

Publisher: Frederic H. Landmann

Other key contacts: Frederick A. Stanley, Sales Manager

Editorial Description: Computer Design is written for engineers and engineering managers who design and develop computer and microprocessor based systems. Editorial features analyze the trends in technology re: hardware (including computer systems, CPU's, peripherals and components) and related software, the techniques for development, programming, packaging and testing that will significantly impact the design of the future computer systems in the industry. Major sections include the following: System Technology (staff-written news analysis of trends and innovations); Special Report (staff-written and contributed articles regarding a major area of technology); System Design (contributed articles by industry innovators on important trends and techniques for design, programming and testing); System Components (staff-written news and listings of key new-product introductions of importance to engineers involved in the design of computer based systems).

Member: BPA
Primary SRDS Classification No. 5A

Computer Systems News

CMP Publications, Inc.
600 Community Drive
Manhasset, NY 11030
(516) 365-4600
Year founded: 1978
Published: Weekly

Publisher: Donald F. Tydeman
Advertising Director: John Jaxheimer

Editorial Description: Computer Systems News is edited for buyers and sellers in the OEM/systems marketplace. The publication covers market trends, management philosophy, new technology affecting hardware and software, applications, industry personnel and company news, government legislation, and developments which impact partial or total system configuration concepts, featuring opinion/viewpoint columns, tutorial material, and special reports on key markets and product application.

Member: BPA

Primary SRDS Classification No. 5A

Computerworld

CW Communications/Inc.
375 Cochituate Road
Framingham, MA 01701
(617) 879-0700
Year founded: 1967
Published: Weekly

Publisher: Donald E. Fagan
Other key contacts: Edward P. Marecki, National Sales Director

Editorial Description: Computerworld includes news about the use of information systems at medium and large professional computer-using organizations, it covers the development of new products and services in the computer field, and also includes news of developments in the computer industry. In a year, the editorial content includes: Software and Services (19%), Communications (17%), Computer Industry News (16%), Systems and Peripherals (15%), Minicomputers and Microcomputers (23%), Editorial, Commentary and Opinion (10%) and Other. Special Features include monthly Supplements and weekly In-Depth Reports on important current topics, columnists, viewpoint articles, editorials, and commentary.

Member: ABC

Primary SRDS Classification No. 5A

Figures are FOLIO estimates for the calendar year 1984

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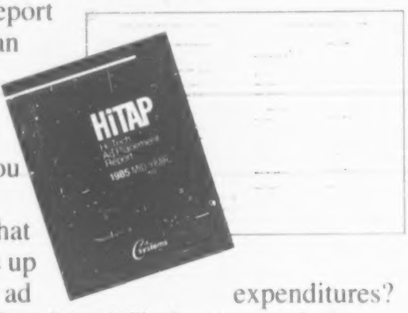

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DATA MANAGEMENT

Continued

Avg. Subscrip. Circ.

1	Computerworld	125,518
2	Data Communications	36,002
3	Communications News	10,892
4	The Office	3,478
5	Bus. Computer Systems	0
6	Computer Decisions	0
7	Computer Design	0
8	Computer Systems News	0
9	Datamation	0
10	Electronic Business	0
11	InformationWeek	0
12	Infosystems	0
13	Mini-Micro Systems	0
14	MIS Week	0
15	Modern Office Technology	0
	Total	175,890

% Chg. Avg. Sub. Circ.

1984 vs. 1983

		%
1	Data Communications	18.2
2	Computerworld	2.6
3	Bus. Computer Systems	n/a
4	Computer Decisions	n/a
5	Computer Design	n/a
6	Computer Systems News	n/a
7	Datamation	n/a
8	Electronic Business	n/a
9	InformationWeek	n/a
10	Infosystems	n/a
11	Mini-Micro Systems	n/a
12	MIS Week	n/a
13	Modern Office Technology	n/a
14	The Office	−3.1
15	Communications News	−4.5

Net Chg. Avg. Sub. Circ.

1984 vs. 1983

1	Data Communications	5,533
2	Computerworld	3,185
3	Bus. Computer Systems	n/a
4	Computer Decisions	n/a
5	Computer Design	n/a
6	Computer Systems News	n/a
7	Datamation	n/a
8	Electronic Business	n/a
9	InformationWeek	n/a
10	Infosystems	n/a
11	Mini-Micro Systems	n/a
12	MIS Week	n/a
13	Modern Office Technology	n/a
14	The Office	−110
15	Communications News	−508
	Total	8,100

n/a = not applicable
ne = not estimated

MAGAZINE PROFILES

Data Communications

McGraw-Hill Information Systems Company—Computers & Communications Information Group
1221 Avenue of the Americas
New York, NY 10020
(212) 512-2695
Year founded: 1972
Published: Monthly

Publisher: George F. Werner
Other key contacts: Gary J. Beach, Sales Administration Manager

Editorial Description: Data Communications is an international magazine edited for the user and purchaser of data communications equipment. Content is dedicated to the use, planning, design and implementation of information networks, with major articles relating to efficient transmission of data including public communications services, private message switching and computer networking. Feature articles cover basic methodology as well as software, terminals, communications interface equipment, multiplexers and front-end processors, common-carrier facilities, and tariffs and regulations.

Member: ABC

Primary SRDS Classification No. 5A

Datamation

Technical Publishing Company
875 Third Avenue
New York, NY 10022
(212) 605-9400
Year founded: 1957
Published: Semimonthly

Publisher: James M. Morris
Advertising Director: William J. McGuire
Other key contacts: John K. Abely, President; Edwin V. Burkholder, Senior Vice President

Editorial Description: Datamation offers technical, semi-technical and general articles and news stories covering information processing industry topics. Types of articles include tutorials, surveys, "how to's," as well as descriptions of various approaches to the design or use of particular hardware and software systems, techniques, and applications. Each issue features several articles constituting a comprehensive review of a topic featured on the cover, plus at least one article of interest to each major segment of the audience. Coverage is also given to major conferences in the information processing industry.

Member: BPA

Primary SRDS Classification No. 5A

Electronic Business

Cahners Publishing Company
275 Washington Street
Newton, MA 02158
(617) 964-3030
Year founded: 1975
Published: 23x per year

Publisher: J. Chat Kelly
Advertising Director: William Tomaselli
Other key contacts: Stacy Moran, Marketing Communications Manager

Editorial Description: Electronic Business is a business magazine for managers in electronics, computer and systems companies. People are featured in profiles of their companies. Dollars are the subject of the annual "Electronic Business 100" list of electronics components and equipment and the monthly "Top 10" list of electronics and computer manufacturers. Technology is implemented in market reports and related series which focus on the influence of new technology. Other sections include: Business Trends, Outlook, Electronics Markets, Management, Business Barometer, Leadtime Forecast, Leadtime Index, and Industry Events.

Member: BPA

Primary SRDS Classification No. 40

InformationWEEK

(formerly Information Systems News)

CMP Publications, Inc.
600 Community Drive
Manhasset, NY 11030
(516) 365-4600
Year founded: 1979
Published: Weekly

Publisher: E. Drake Lundell, Jr.
Other key contacts: Charles Palella, Associate Publisher; Edward E. Callahan, Western Advertising Director

Editorial Description: InformationWEEK is a news magazine written and edited for information systems management in large organizations: the Fortune 1000 and America's largest utilities, government agencies, service firms and financial institutions. InformationWEEK focuses on news, but also provides feature-length articles on management strategies, information management issues and product comparisons.

Member: BPA

Primary SRDS Classification No. 5A

Infosystems

Hitchcock Publishing Company
Hitchcock Building
Wheaton, IL 60188
(312) 665-1000
Year founded: 1958
Published: Monthly

Publisher: Wayne L. Rhodes, Editor
Other key contacts: Robert C. Kruse, Marketing Manager

Editorial Description: Infosystems is written and edited for management in large and medium size companies who are involved in the Management Information Systems (MIS) function. Articles and regular features report on trends and concepts in the MIS industry and its impact on such bottom line business concerns as corporate strategy, management philosophy, and profitability in business, industry, government, education and international. Regular features include Inforum, Interview, Commentary, Software Info, Micro Info, Manufacturing Info, Technology; plus stories on new products, and the management of information systems and people.

Member: BPA, ABP

Primary SRDS Classification No. 5A

Mini-Micro Systems

Cahners Publishing Company
275 Washington Street
Newton, MA 02158
(617) 964-3030
Year founded: 1968
Published: Monthly

Publisher: S. Henry Sacks
Advertising Director: Robert K. Singer

(Continued on page 344)

Education

Market Highlights

CIRCULATION:

ALL-SUB MARKET EXPERIENCES SLIPPAGE

Both books in this all-sub market experience slight circulation erosion. Also, the market shrinks considerably with the exit of last year's number two circ title. *Instructor* still tops the circulation list, with over a quarter million copies despite a -3% dip.

AD PAGES:

MARKET SURPASSES 3,000 MARK DESPITE LOSS OF TITLE

Despite the exit of one title, this market still carries well over 3,000 pages of advertising. Big ad book *Chronicle of Higher Education* runs 410 more pages of advertising, 1984 versus 1983, for a total of 2,277 pages. *CHE* also betters its number one '83 growth performance with an '84 gain of 22%.

REVENUE:

STRONG SUB/AD PERFORMANCES BOOST OVERALL DOLLARS

Both books strengthen total revenues. *Instructor*'s number one gain in sub dollars, 13.8%, gives a strong boost to its total revenues. *Chronicle of Higher Education*'s ad dollar increase of 35.8% pushes it into the number one position in total revenue, up 24.3% versus 1983.

EDUCATION

Ad Pages

1 Chronicle of Higher Ed.	2,277
2 Instructor	774
Total	**3,051**

% Chg. Ad Pages

1984 vs. 1983	%
1 Chronicle of Higher Ed.	22.0
2 Instructor	− 7.9

Net Chg. Ad Pages

1984 vs. 1983	
1 Chronicle of Higher Ed.	410
2 Instructor	− 64
Total	**346**

Avg. Ad Pages/Copy

1 Instructor	83
2 Chronicle of Higher Ed.	47

Ad Revenue

	$000
1 Chronicle of Higher Ed.	6,804
2 Instructor	4,063
Total	**10,867**

% Chg. Ad Revenue

1984 vs. 1983	%
1 Chronicle of Higher Ed.	35.8
2 Instructor	− 2.0

Net Chg. Ad Revenue

1984 vs. 1983	$000
1 Chronicle of Higher Ed.	1,795
2 Instructor	− 82
Total	**1,713**

Avg. Edit. Pgs./Copy

1 Instructor	75
2 Chronicle of Higher Ed.	29

Average Circulation

1 Instructor	251,947
2 Chronicle of Higher Ed.	70,943
Total	**322,890**

% Chg. Avg. Circ.

1984 vs. 1983	%
1 Chronicle of Higher Ed.	− 0.4
2 Instructor	− 3.0

Net Chg. Avg. Circ.

1984 vs. 1983	
1 Chronicle of Higher Ed.	− 287
2 Instructor	− 7,694
Total	**− 7,981**

Avg. Total Pgs./Copy

ad pages + edit. pages	
1 Instructor	158
2 Chronicle of Higher Ed.	77

Total Revenue

ad rev. + circ. rev.	$000
1 Chronicle of Higher Ed.	9,641
2 Instructor	7,334
Total	**16,975**

% Chg. Total Revenue

1984 vs. 1983	%
1 Chronicle of Higher Ed.	24.3
2 Instructor	4.5

Subscription Revenue

	$000
1 Instructor	3,271
2 Chronicle of Higher Ed.	2,838
Total	**6,109**

% Chg. Sub. Revenue

1984 vs. 1983	%
1 Instructor	13.8
2 Chronicle of Higher Ed.	3.3

Avg. Subscrip. Circ.

1 Instructor	251,947
2 Chronicle of Higher Ed.	70,943
Total	**322,890**

% Chg. Avg. Sub. Circ.

1984 vs. 1983	%
1 Chronicle of Higher Ed.	− 0.4
2 Instructor	− 3.0

Net Chg. Avg. Sub. Circ.

1984 vs. 1983	
1 Chronicle of Higher Ed.	− 287
2 Instructor	− 7,694
Total	**− 7,981**

MAGAZINE PROFILES

The Chronicle of Higher Education

The Chronicle of Higher Education, Inc.
1255 Twenty-Third St. NW #700
Washington, DC 20037
(202) 466-1000
Year founded: 1966
Published: Weekly

Publisher: John A. Crowl
Advertising Director: Robinette Ross
Other key contacts: Meg Connolly, Northeast and Middle Atlantic Sales Manager; William Brumby, Midwest and South Sales Manager; Arleigh Hupp, Western Sales Manager

Editorial Description: The Chronicle of Higher Education covers news and trends in higher education. In addition to news and trend articles, regular features include campus news, Washington news, summaries of new bills in Congress affecting colleges and universities; details of new foundation grants; legislative surveys; calendar of meetings, seminars, and workshops; reprints of major texts; special statistical reports and surveys; weekly sections on athletics, publishing, the use of computers on the nation's campuses, and personal and professional concerns; special columns; classified employment advertising.

Member: ABC

Primary SRDS Classification No. 38

Instructor

The Instructor Publications, Inc.
7500 Old Oak Boulevard
Cleveland, OH 44130
(216) 243-8100
Published: 9x per year

Publisher: Leanna Landsmann
Advertising Director: Marilyn Schutz
Other key contacts: Russell Selover, Advertising Account Manager; Jon Oliver Harris, Advertising Account Manager; Mariann Confrancisco, Advertising Account Manager

Editorial Description: Instructor is edited for teachers, curriculum coordinators, principals and supervisors of primary grades through junior high school. Content: Teacher service articles about classroom-tested programs and teaching aids, teaching techniques, trends in education, poems, plays, audiovisual uses, science experiments, social studies, health, physical education and art. Editorial departments include teacher travel; discipline; basic curriculum area features; new product reviews; electronic teaching and evaluations; review of films and filmstrips, review of early childhood education material. Special issues: Children's Trade and Library Books, Early Childhood Education, Paperback Book Bonanza, Computers and Reading.

Member: ABC

Primary SRDS Classification No. 38

Figures are FOLIO estimates for the calendar year 1984

Electronics

Market Highlights

CIRCULATION:

MARKET #4 AMONG FOLIO:400 BUSINESS MARKETS

Nearly all books boost circulation an average of plus 2.1%. Despite the exit of last year's biggest circ book, Electronics ranks number four in total circulation among The FOLIO:400's Business markets. *Electronics Business* tops circ gainers with a 7.7% increase.

AD PAGES:

AVERAGE AD PAGE GROWTH DOUBLES

Ad page gains for the Electronics market average 18.1%, nearly double the market's average in 1983. Major shifts in performance: *Electronic Buyers' News* nearly quadruples its '83 gains, leaping to second best growth in '84. *Electronic Products* triples its '83 increases, moving six positions to number three in growth. Biggest gainer at 54.8% is *Electronics Business*. Page leader *Electronic Design*, tops with 6,181 and *EDN*, close second with 6,096 pages, also grow at double-digit rate.

REVENUE:

ALL BOOKS UP REVENUE: AVERAGE GAIN NEARLY 30%

Dollar gains are dramatic, and unlike last year, not one book sees any red ink. Also, average gains of 29.2% outstrip those of '83 by nearly 10%. *Electronics Business* comes close to doubling its dollars with leading revenue growth of 82.6%. *Electronic Buyers' News* jumps to number two in growth, with a 49.5% revenue increase.

ELECTRONICS

Ad Pages

1	Electronic Design	6,181
2	EDN	6,096
3	Electronic News	4,567
4	Electronic Buyers' News	4,476
5	Electronics	3,574
6	Electronic Engin. Times	3,232
7	Computer Design	2,324
8	Plant Engineering	2,262
9	Electronic Business	2,252
10	Electronic Products	2,011
11	Electron. Pkging & Prod.	1,932
12	Control Engineering	1,723
13	Research & Development	1,548
14	Industrial Equip. News	1,038
	Total	43,216

% Chg. Ad Pages

	1984 vs. 1983	%
1	Electronic Business	54.8
2	Electronic Buyers' News	41.2
3	Electronic Products	33.2
4	EDN	22.3
5	Control Engineering	21.1
6	Electronic Engin. Times	18.2
7	Electronic Design	16.0
8	Industrial Equip. News	15.1
9	Plant Engineering	7.5
10	Research & Development	5.0
11	Computer Design	3.8
12	Electronic News	3.0
13	Electron. Pkging & Prod.	ne
14	Electronics	–5.6

Net Chg. Ad Pages

	1984 vs. 1983	
1	Electronic Buyers' News	1,306
2	EDN	1,111
3	Electronic Design	852
4	Electronic Business	797
5	Electronic Products	501
6	Electronic Engin. Times	499
7	Control Engineering	300
8	Plant Engineering	158
9	Industrial Equip. News	136
10	Electronic News	132
11	Computer Design	84
12	Research & Development	74
13	Electron. Pkging & Prod.	ne
14	Electronics	–211
	Total	5,739

Avg. Ad Pages/Copy

1	Electronic Design	238
2	EDN	226
3	Computer Design	166
4	Electron. Pkging & Prod.	161
5	Control Engineering	133
6	Research & Development	129
7	Electronic Business	119
8	Electronic Products	106
9	Electronics	99
10	Electronic Engin. Times	92
11	Plant Engineering	90
12	Electronic News	88
13	Industrial Equip. News	87
14	Electronic Buyers' News	86

Ad Revenue

		$000
1	Electronic Design	30,390
2	EDN	25,834
3	Electronic News	25,389
4	Electronic Engin. Times	15,500
5	Electronic Buyers' News	15,400
6	Electronics	14,101
7	Plant Engineering	11,849
8	Computer Design	10,800
9	Industrial Equip. News	10,194
10	Electronic Business	7,657
11	Research & Development	7,647
12	Electronic Products	7,200
13	Control Engineering	6,883
14	Electron. Pkging & Prod.	4,910
	Total	193,754

% Chg. Ad Revenue

	1984 vs. 1983	%
1	Electronic Business	82.6
2	Electronic Buyers' News	49.5
3	Electronic News	40.2
4	Electronic Engin. Times	39.6
5	Electronic Products	38.5
6	Electronic Design	29.9
7	EDN	24.5
8	Control Engineering	24.3
9	Research & Development	15.4
10	Industrial Equip. News	12.6
11	Computer Design	12.2
12	Plant Engineering	7.8
13	Electronics	7.2
14	Electron. Pkging & Prod.	ne

Net Chg. Ad Revenue

	1984 vs. 1983	$000
1	Electronic News	7,274
2	Electronic Design	7,002
3	Electronic Buyers' News	5,100
4	EDN	5,080
5	Electronic Engin. Times	4,400
6	Electronic Business	3,464
7	Electronic Products	2,000
8	Control Engineering	1,346
9	Computer Design	1,175
10	Industrial Equip. News	1,139
11	Research & Development	1,022
12	Electronics	951
13	Plant Engineering	858
14	Electron. Pkging & Prod.	ne
	Total	40,811

Avg. Edit. Pgs./Copy

1	Electronic Design	139
2	EDN	126
3	Computer Design	113
4	Electron. Pkging & Prod.	103
5	Electronic Products	90
6	Control Engineering	77
7	Electronic Business	77
8	Research & Development	74
9	Electronics	71
10	Electronic News	59
11	Plant Engineering	51
12	Electronic Buyers' News	41
13	Electronic Engin. Times	41
14	Industrial Equip. News	34

▶

n/a = not applicable
ne = not estimated

MAGAZINE PROFILES

Computer Design

PennWell Publishing Company
119 Russell Street
Littleton, MA 01460
(617) 486-9501
Year founded: 1962
Published: 18x per year

Publisher: Frederic H. Landmann
Other key contacts: Frederick A. Stanley, Sales Manager

Editorial Description: Computer Design is written for engineers and engineering managers who design and develop computer and microprocessor based systems. Editorial features analyze the trends in technology re: hardware (including computer systems, CPU's, peripherals and components) and related software, the techniques for development, programming, packaging and testing that will significantly impact the design of the future computer systems in the industry. Major sections include the following: System Technology (staff-written news analysis of trends and innovations); Special Report (staff-written and contributed articles regarding a major area of technology); System Design (contributed articles by industry innovators on important trends and techniques for design, programming and testing); System Components (staff-written news and listings of key new-product introductions of importance to engineers involved in the design of computer based systems).

Member: BPA

Primary SRDS Classification No. 5A

Control Engineering

Technical Publishing Company
1301 South Grove Avenue
P.O. Box 1030
Barrington, IL 60010
(312) 381-1840
Year founded: 1954
Published: 13x per year

Publisher: Thomas H. Barry
Other key contacts: Robert L. Hansen, National Sales Manager

Editorial Description: Control Engineering is edited for engineers who design, develop, and apply control and instrumentation systems. Coverage is of a technical "how-to" nature. The publication informs control engineers of automatic control and data-handling systems through the practical application of instrumentation and new analytical and systems design techniques. Problems in the processing industries, machinery and manufacturing, aerospace, and other fields are treated in depth. Emphasis is on the exchange of information between industries that utilize control techniques, instrumentation and data handling.

Member: BPA

Primary SRDS Classification No. 34

EDN

Cahners Publishing Company
275 Washington Street
Newton, MA 02158
(617) 964-3030
Year founded: 1956
Published: 30x per year

Publisher: F. Warren Dickson
Advertising Director: Deborah Virtue
Other key contacts: Peter Coley, National Sales Manager

Editorial Description: EDN is written for engineering managers and design engineers working in the electronic OEM. EDN covers new advances in electronic technology and provides ▶

Figures are FOLIO estimates for the calendar year 1984

ELECTRONICS

Continued

Average Circulation

1	Industrial Equip. News	202,350
2	EDN	122,259
3	Electronic Products	120,007
4	Research & Development	113,092
5	Electronic Design	112,786
6	Plant Engineering	105,024
7	Electronic Engin. Times	103,060
8	Electronics	99,504
9	Computer Design	92,149
10	Control Engineering	87,426
11	Electronic News	66,605
12	Electronic Buyers' News	50,972
13	Electronic Business	50,740
14	Electron. Pkging & Prod.	44,307
	Total	**1,370,281**

% Chg. Avg. Circ.

1984 vs. 1983		%
1	Electronic Business	7.7
2	Control Engineering	5.9
3	Research & Development	5.1
4	Electronic Buyers' News	3.1
5	EDN	2.6
6	Plant Engineering	2.5
7	Computer Design	1.9
8	Electronic Engin. Times	1.1
9	Industrial Equip. News	0.8
10	Electron. Pkging & Prod.	ne
11	Electronic Products	0.0
12	Electronic News	−0.4
13	Electronic Design	−0.5
14	Electronics	−2.4

Net Chg. Avg. Circ.

1984 vs. 1983		
1	Research & Development	5,490
2	Control Engineering	4,858
3	Electronic Business	3,645
4	EDN	3,101
5	Plant Engineering	2,517
6	Computer Design	1,754
7	Industrial Equip. News	1,552
8	Electronic Buyers' News	1,514
9	Electronic Engin. Times	1,156
10	Electronic Products	7
11	Electron. Pkging & Prod.	ne
12	Electronic News	−242
13	Electronic Design	−531
14	Electronics	−2,401
	Total	**22,420**

Avg. Total Pgs./Copy

ad pages + edit. pages		
1	Electronic Design	377
2	EDN	352
3	Computer Design	279
4	Electron. Pkging & Prod.	264
5	Control Engineering	210
6	Research & Development	203
7	Electronic Business	196
8	Electronic Products	196
9	Electronics	170
10	Electronic News	146
11	Plant Engineering	142
12	Electronic Engin. Times	133
13	Electronic Buyers' News	127
14	Industrial Equip. News	120

Total Revenue

ad rev. + circ. rev.		$000
1	Electronic Design	30,390
2	Electronic News	27,465
3	EDN	25,834
4	Electronics	16,489
5	Electronic Engin. Times	15,500
6	Electronic Buyers' News	15,400
7	Plant Engineering	11,849
8	Computer Design	10,800
9	Industrial Equip. News	10,194
10	Electronic Business	7,657
11	Research & Development	7,647
12	Electronic Products	7,200
13	Control Engineering	6,992
14	Electron. Pkging & Prod.	4,910
	Total	**198,327**

% Chg. Total Revenue

1984 vs. 1983		%
1	Electronic Business	82.6
2	Electronic Buyers' News	49.5
3	Electronic Engin. Times	39.6
4	Electronic Products	38.5
5	Electronic News	37.2
6	Electronic Design	29.9
7	EDN	24.5
8	Control Engineering	23.8
9	Research & Development	15.4
10	Industrial Equip. News	12.6
11	Computer Design	12.2
12	Plant Engineering	7.8
13	Electronics	5.7
14	Electron. Pkging & Prod.	ne

Subscription Revenue

		$000
1	Electronics	2,388
2	Electronic News	2,076
3	Control Engineering	109
4	Computer Design	0
5	EDN	0
6	Electronic Business	0
7	Electronic Buyers' News	0
8	Electronic Design	0
9	Electronic Engin. Times	0
10	Electron. Pkging & Prod.	0
11	Electronic Products	0
12	Industrial Equip. News	0
13	Plant Engineering	0
14	Research & Development	0
	Total	**4,573**

% Chg. Sub. Revenue

1984 vs. 1983		%
1	Electronic News	9.5
2	Computer Design	n/a
3	EDN	n/a
4	Electronic Business	n/a
5	Electronic Buyers' News	n/a
6	Electronic Design	n/a
7	Electronic Engin. Times	n/a
8	Electron. Pkging & Prod.	n/a
9	Electronic Products	n/a
10	Industrial Equip. News	n/a
11	Plant Engineering	n/a
12	Research & Development	n/a
13	Control Engineering	−1.9
14	Electronics	−2.4

n/a = not applicable
ne = not estimated

MAGAZINE PROFILES

articles and product reviews that help readers utilize those advances in their decisions.

Member: BPA, ABP

Primary SRDS Classification No. 40

Electronic Business

Cahners Publishing Company
275 Washington Street
Newton, MA 02158
(617) 964-3030
Year founded: 1975
Published: 23x per year

Publisher: J. Chat Kelly
Advertising Director: William Tomaselli
Other key contacts: Stacy Moran, Marketing Communications Manager

Editorial Description: Electronic Business is a business magazine for managers in electronics, computer and systems companies. People are featured in profiles of their companies. Dollars are the subject of the annual "Electronic Business 100" list of electronics components and equipment and the monthly "Top 10" list of electronics and computer manufacturers. Technology is implemented in market reports and related series which focus on the influence of new technology. Other sections include: Business Trends, Outlook, Electronics Markets, Management, Business Barometer, Leadtime Forecast, Leadtime Index, and Industry Events.

Member: BPA

Primary SRDS Classification No. 40

Electronic Buyers' News

CMP Publications, Inc.
600 Community Drive
Manhasset, NY 11030
(516) 365-4600
Year founded: 1971
Published: Weekly

Publisher: David L. Allen, Sr.
Other key contacts: Lyndiane Hervey, Sales Service Manager; Michael J. Walsh, Western Regional Manager; Marika Mammas, Eastern Regional Manager; Sebastian Fiore, Central Regional Manager

Editorial Description: Electronic Buyers' News is edited for those responsible for the procurement of electronic components, materials, instruments, and systems. In-depth coverage of buyer-oriented news, stressing source, price, delivery and quality information, purchasing and supplier personnel. News coverage with a summary of general electronic industry news. Technology coverage is non-technical, directed towards better understanding of items being purchased, and new trends expected to have impact on future requirements. Features include purchasing systems and methods, visits to vendor plants, price stories, delivery surveys, purchasing techniques. Includes financial and business information, distribution, purchasing, etc.

Member: BPA

Primary SRDS Classification No. 40

Electronic Design

Hayden Publishing Company, Inc.
10 Mulholland Drive
Hasbrouck Heights, NJ 07604
(201) 393-6000
Year founded: 1952
Published: 30x per year

Publisher: Lucinda Mattera

Editorial Description: Electronic Design editorially serves the electronics industry—the engineers and engineering management responsible for the design and specification of equipment systems and devices, electronic components, equipment systems and related products and accessories. Under three categories: News, Technology and Products—Electronic Design covers technical trends, major advances in technology and the latest products. The editorial content scans developments in microelectronics, test equipment, communications, computers, computer-aided engineering, and software with staff-written special reports, industry surveys, and ▶

Figures are Folio estimates for the calendar year 1984

ELECTRONICS

Continued

Avg. Subscrip. Circ.

1	Electronics	99,504
2	Electronic News	66,605
3	Control Engineering	2,178
4	Computer Design	0
5	EDN	0
6	Electronic Business	0
7	Electronic Buyers' News	0
8	Electronic Design	0
9	Electronic Engin. Times	0
10	Electron. Pkging & Prod.	0
11	Electronic Products	0
12	Industrial Equip. News	0
13	Plant Engineering	0
14	Research & Development	0
	Total	168,287

% Chg. Avg. Sub. Circ.

	1984 vs. 1983	%
1	Computer Design	n/a
2	EDN	n/a
3	Electronic Business	n/a
4	Electronic Buyers' News	n/a
5	Electronic Design	n/a
6	Electronic Engin. Times	n/a
7	Electron. Pkging & Prod.	n/a
8	Electronic Products	n/a
9	Industrial Equip. News	n/a
10	Plant Engineering	n/a
11	Research & Development	n/a
12	Electronic News	−0.4
13	Electronics	−2.4
14	Control Engineering	−11.8

Net Chg. Avg. Sub. Circ.

	1984 vs. 1983	
1	Computer Design	n/a
2	EDN	n/a
3	Electronic Business	n/a
4	Electronic Buyers' News	n/a
5	Electronic Design	n/a
6	Electronic Engin. Times	n/a
7	Electron. Pkging & Prod.	n/a
8	Electronic Products	n/a
9	Industrial Equip. News	n/a
10	Plant Engineering	n/a
11	Research & Development	n/a
12	Electronic News	−242
13	Control Engineering	−291
14	Electronics	−2,401
	Total	−2,934

n/a = not applicable
ne = not estimated

MAGAZINE PROFILES

contributed technical articles on new developments.

Member: BPA

Primary SRDS Classification No. 40

Electronic Engineering Times

CMP Publications, Inc.
600 Community Drive
Manhasset, NY 11030
(516) 365-4600
Year founded: 1972
Published: Weekly

Publisher: Frank J. Burge
Other key contacts: Norm Rosen, Associate Publisher; John M. Griffin, Director of Marketing; George Rostky, Associate Publisher

Editorial Description: Electronic Engineering Times, a weekly newspaper, reports news of strategic importance to engineers and technical managers in the electronics industry. It also analyzes the news, puts it into perspective and, where appropriate, predicts likely outcomes. The paper also features opinions—opinions from leaders of industry, government and education and of the paper itself—on major issues facing the industry. An entire section of every issue is devoted to developments that affect engineers and managers professionally.

Member: BPA

Primary SRDS Classification No. 40

Electronic News

Fairchild Publications
7 East 12th Street
New York, NY 10003
(212) 741-4320
Year founded: 1958
Published: Weekly

Publisher: Zachary J. Dicker
Other key contacts: Thomas A. Conway, Director of Marketing/Western Sales Manager; James G. McGarry, Eastern Sales Manager; Bernard E. Ventre, New England Sales Manager

Editorial Description: Electronic News is edited for professionals in the electronics and computer industries. Every week its news columns report the technical and business events in the electronics and computer marketplaces—government, industrial, commercial, military and aerospace, consumer, etc. Editorial content covers electronic components, computers and peripheral equipment, instrumentation, communications, materials and production, electronic distribution, and financial news. Special features include: Patterns in Pricing, Contract Awards, Data Topics, Government Closeups, and Off-the-Shelf (distribution).

Member: ABC

Primary SRDS Classification No. 40

Electronic Packaging & Production

Cahners Publishing Company
1350 East Touhy Avenue
Des Plaines, IL 60018
(312) 635-8800
Year founded: 1961
Published: Monthly

Publisher: Charles E. Moodhe

Editorial Description: Electronic Packaging & Production magazine is edited solely for the engineers and designers who convert the circuit diagram into the finished product and design the physical structure of the equipment and the layout of the various internal components and then produce the prototype in quantity. Feature articles report on current developments in methods of constructing and producing modern circuits—microcircuits, P.C.'s, etc. Editorial content covers: features articles (65%); new product developments (25%); industry news (5%); plus a variety of state-of-the-art surveys of the facets of electronic packaging and production.

Member: BPA

Primary SRDS Classification No. 40

Electronic Products

Hearst Business Communications, Inc.
645 Stewart Avenue
Garden City, NY 11530
(516) 222-2500
Year founded: 1959
Published: Semimonthly

Publisher: Michael J. Stoller
Other key contacts: Paul C. Mazzacano, Associate Publisher/National Sales Manager

Editorial Description: Electronic Products is dedicated to reporting and interpreting state-of-the-art technology. The perspective it provides enables engineers to make decisions throughout various phases of the design cycle.

Member: BPA

Primary SRDS Classification No. 40

Electronics

McGraw-Hill Information Systems Company—
Computers & Communications Information Group
1221 Avenue of the Americas
New York, NY 10020
(212) 512-6058
Year founded: 1930
Published: Weekly

Publisher: Larry Altman
Other key contacts: Paul W. Reiss, Associate Publisher

Editorial Description: Electronics is a weekly magazine devoted entirely to covering the international electronics industry. It fills the information needs of decision makers who, regardless of function, require complete, accurate, analytical, information on a timely basis to keep pace with this rapidly changing industry. Electronics is a voice of the industry, covering technological, business, financial, and management disciplines in great depth.

Member: ABC

Primary SRDS Classification No. 40

Industrial Equipment News

Thomas Publishing Company
One Penn Plaza, 250 West 34th Street
New York, NY 10119
(212) 695-0500
Published: Monthly

Publisher: Ralph E. Richardson

Editorial Description: Industrial Equipment News is a product news magazine edited as a monthly source of information on new or recently improved products. Its purpose is to keep designers, specifiers, and buyers in manufacturing and allied industries informed about new materials, components, equipment, and supplies used

(Continued on page 344)

Figures are FOLIO estimates for the calendar year 1984.

Finance & Investing

Market Highlights

CIRCULATION:

OVERALL MARKET DIPS DESPITE GAIN BY MOST BOOKS

The market loses 3.5% of its circulation versus 1983, primarily due to sub and newsstand losses by biggest circ book *Barron's*. Also, increases drop for sub-only titles. *American Banker* leads titles with a 3.2% circ gain, and number one sub gainer *Institutional Investor* boosts subscriptions 12.4%.

AD PAGES:

MARKET UPS PAGES BEHIND *PENSIONS & INVESTMENT AGE*

The market increases its total ad pages in 1984, but grows at a slower rate. *American Banker*, up 7.4% versus '83, holds its number one total pages position with 2,519. *Pensions & Investment Age* nets top page gain with a 17.1% lift, far ahead of its '83 pace.

REVENUE:

GAINS PAY SOLID DIVIDEND

Although '84 revenue gains do not match those for 1983, three of the four titles up dollars versus 1983 in the double digits in all measurements, and no book records a loss. *Pensions & Investment Age* nabs the number one growth spot in two of three measurements: ad revenue, up 36%, and total revenue, up 32.4%. *Institutional Investor* scores the biggest gain in sub revenue, up 22.6%.

FINANCE & INVESTING

Ad Pages

1	American Banker	2,519
2	Barron's	2,350
3	Institutional Investor	1,776
4	Pensions & Invest. Age	918
	Total	**7,563**

% Chg. Ad Pages

	1984 vs. 1983	%
1	Pensions & Invest. Age	17.1
2	American Banker	7.4
3	Barron's	−3.9
4	Institutional Investor	−5.3

Net Chg. Ad Pages

	1984 vs. 1983	
1	American Banker	174
2	Pensions & Invest. Age	134
3	Barron's	−96
4	Institutional Investor	−99
	Total	**113**

Avg. Ad Pages/Copy

1	Institutional Investor	148
2	Barron's	44
3	Pensions & Invest. Age	35
4	American Banker	10

Ad Revenue

		$000
1	Institutional Investor	22,438
2	Barron's	20,998
3	American Banker	9,548
4	Pensions & Invest. Age	5,535
	Total	**58,519**

% Chg. Ad Revenue

	1984 vs. 1983	%
1	Pensions & Invest. Age	36.0
2	American Banker	18.3
3	Institutional Investor	13.9
4	Barron's	0.8

Net Chg. Ad Revenue

	1984 vs. 1983	$000
1	Institutional Investor	2,732
2	American Banker	1,480
3	Pensions & Invest. Age	1,464
4	Barron's	166
	Total	**5,842**

Avg. Edit. Pgs./Copy

1	Institutional Investor	114
2	Pensions & Invest. Age	32
3	American Banker	15
4	Barron's	ne

Average Circulation

1	Barron's	280,138
2	Institutional Investor	78,191
3	Pensions & Invest. Age	37,570
4	American Banker	22,890
	Total	**418,789**

% Chg. Avg. Circ.

	1984 vs. 1983	%
1	American Banker	3.2
2	Institutional Investor	1.3
3	Pensions & Invest. Age	1.3
4	Barron's	−5.8

Net Chg. Avg. Circ.

	1984 vs. 1983	
1	Institutional Investor	1,005
2	American Banker	718
3	Pensions & Invest. Age	468
4	Barron's	−17,239
	Total	**−15,048**

Avg. Total Pgs./Copy

	ad pages + edit. pages	
1	Institutional Investor	262
2	Pensions & Invest. Age	67
3	American Banker	25
4	Barron's	ne

Total Revenue

	ad rev. + circ. rev.	$000
1	Barron's	40,229
2	Institutional Investor	24,052
3	American Banker	18,246
4	Pensions & Invest. Age	6,260
	Total	**88,787**

% Chg. Total Revenue

	1984 vs. 1983	%
1	Pensions & Invest. Age	32.4
2	American Banker	16.1
3	Institutional Investor	14.4
4	Barron's	2.0

Subscription Revenue

		$000
1	Barron's	10,616
2	American Banker	8,698
3	Institutional Investor	1,614
4	Pensions & Invest. Age	725
	Total	**21,653**

% Chg. Sub. Revenue

	1984 vs. 1983	%
1	Institutional Investor	22.6
2	American Banker	13.7
3	Pensions & Invest. Age	10.4
4	Barron's	3.4

Avg. Subscrip. Circ.

1	Barron's	171,777
2	American Banker	22,890
3	Institutional Investor	13,449
4	Pensions & Invest. Age	12,084
	Total	**220,200**

% Chg. Avg. Sub. Circ.

	1984 vs. 1983	%
1	Institutional Investor	12.4
2	American Banker	3.2
3	Pensions & Invest. Age	−0.8
4	Barron's	−5.9

Net Chg. Avg. Sub. Circ.

	1984 vs. 1983	
1	Institutional Investor	1,486
2	American Banker	718
3	Pensions & Invest. Age	−92
4	Barron's	−10,842
	Total	**−8,730**

n/a = not applicable
ne = not estimated

MAGAZINE PROFILES

American Banker

American Banker Inc.
One State Street Plaza
New York, NY 10004
(212) 943-6700
Year founded: 1836
Published: Daily, except Saturday, Sunday & holidays

Advertising Directer: Edmund C. Burke, Senior Vice President
Other key contacts: Richard H. Tierney, President; Derick Otis Steinmann, Chairman

Editorial Description: American Banker is written for senior executives in banking and other financial services industries. Its coverage includes breaking news stories on the rapidly changing financial service industry, news analysis, statistical data ranking financial instutitions, investigative pieces, and financial industry trend stories for decision-makers. Major news areas include: following regulatory and legislative changes, wholesale and retail banking, insurance, securities business and capital markets, secondary mortgage market, international banking, nonbank competition, technological developments including microcomputers and software, thrift institutions, investment management, mergers, personnel appointments and litigation. A new addition to the American Banker is a weekly news review and outlook pullout called News Monday. The newspaper also publishes more than 50 special feature and statistical editions throughout the year that focus on subjects ranging from artificial intelligence to executive development to corporate culture. Columns interpreting marketing and economic developments as well as published speeches and texts also are included.

Member: ABC

Primary SRDS Classification No. 10

Barron's

National Business and Financial Weekly

Dow Jones & Company
420 Lexington Avenue
New York, NY 10170
(212) 808-7220
Year founded: 1921
Published: Weekly

Publisher: Robert Bleiberg
Advertising Director: Walter Distzer

Editorial Description: Barron's contains in-depth analyses of how the capital markets will impact on the future of business and government. Its columns and features are designed to help readers make decisions regarding the deployment of business and personal capital. Articles point out industrial developments and investment opportunities affecting the businessman, the money manager, the investor, the advocate, and "the consumer." Each issue contains corporate evaluations, financial columns, and a complete listing of economic indicators and market results.

Member: ABC

Primary SRDS Classification No. 46

(Continued on page 344)

Figures are Folio estimates for the calendar year 1984.

Food Service

Market Highlights

CIRCULATION:

GUEST LIST EXPANDS; GROWTH DOUBLES VERSUS '83

Circulation gains for '84 (average 12.3%) pull way ahead of last year (average 5.4%) for this nearly all-controlled circulation market. Most dramatic story: the turnaround at *Restaurants & Institutions*. Posting small losses in '83, *R&I* records an '84 gain of 18.9%, second best in the market. *Restaurant Business*, last year's growth leader, more than doubles its '83 pace with an '84 increase of 26.4%.

AD PAGES:

MARKET FINDS RECIPE FOR GROWTH

Coming off a solid '83, the Food Service market nearly doubles last year's growth, up in '84 an average of 16.6% in pages. *Nation's Restaurant News* produces growth that would please any ad gourmet, up 30.1% in pages. Largest ad page book, *Restaurants & Institutions*, stays on top with second best growth performance, up 22.9%, for a total of 4,362 pages.

REVENUE:

GAINS EDGE AHEAD OF RICH '83

Average revenue gains per book for 1984 (20.2%) edge ahead of 1983 pace. Since ads count as the sole revenue source for all but one book in this market, hot ad performances fire total revenues. Top dollar book, *Restaurants & Institutions* (40% of market total), leads the market with a 34.8% jump in revenues.

RB
Restaurant Business
The Karchers' Synergistic Growth Scheme

Editorial muscle: Use it or lose it.

That simple reality is what keeps us pressing.

Restaurant Business exists to serve the people who own and operate America's commercial foodservice establishments. And we've established our credentials with breakthrough editorial that helps them run those businesses.

This was recently demonstrated when

RESTAURANT PUBLICATIONS STUDY	RB	NRN	RH	R&I
Best job on specific management subjects	43%	14%	12%	22%
Most useful articles for operating a business	32%	19%	15%	29%

SOURCE: Audits & Surveys Restaurant Publications Study BASE: 600

Audits & Surveys conducted 600 telephone interviews of restaurant officials. When asked to rate the four leading restaurant publications for "Management Aid" and "Operating Help," they made *RB* the hands-down winner.

Check the figures above, then ask to see the rest of this landmark study.

We've got the editorial muscle. We exercise it regularly. And that's how we deliver the decision makers in commercial foodservice.

A BILL PUBLICATION
Restaurant Business THE FIRST MAGAZINE OF COMMERCIAL FOODSERVICE.

FOOD SERVICE

Ad Pages

1	Restaurants & Insts.	4,362
2	Restaurant Business	2,882
3	Nation's Restaurant News	2,547
4	Bakery Prod. & Marketing	2,255
5	Institutional Distrib.	1,468
6	Restaurant Hospitality	1,331
	Total	**14,845**

% Chg. Ad Pages

1984 vs. 1983

		%
1	Nation's Restaurant News	30.1
2	Restaurants & Insts.	22.9
3	Restaurant Business	18.7
4	Institutional Distrib.	12.2
5	Restaurant Hospitality	12.2
6	Bakery Prod. & Marketing	3.6

Net Chg. Ad Pages

1984 vs. 1983

1	Restaurants & Insts.	812
2	Nation's Restaurant News	590
3	Restaurant Business	455
4	Institutional Distrib.	159
5	Restaurant Hospitality	145
6	Bakery Prod. & Marketing	78
	Total	**2,239**

Avg. Ad Pages/Copy

1	Bakery Prod. & Marketing	173
2	Restaurants & Insts.	168
3	Restaurant Business	160
4	Institutional Distrib.	122
5	Restaurant Hospitality	111
6	Nation's Restaurant News	102

Ad Revenue

		$000
1	Restaurants & Insts.	30,490
2	Restaurant Business	13,310
3	Nation's Restaurant News	11,681
4	Restaurant Hospitality	7,253
5	Bakery Prod. & Marketing	6,246
6	Institutional Distrib.	6,079
	Total	**75,059**

% Chg. Ad Revenue

1984 vs. 1983

		%
1	Restaurants & Insts.	34.8
2	Restaurant Hospitality	27.1
3	Restaurant Business	20.8
4	Institutional Distrib.	16.6
5	Nation's Restaurant News	13.4
6	Bakery Prod. & Marketing	8.7

Net Chg. Ad Revenue

1984 vs. 1983

		$000
1	Restaurants & Insts.	7,876
2	Restaurant Business	2,290
3	Restaurant Hospitality	1,547
4	Nation's Restaurant News	1,381
5	Institutional Distrib.	865
6	Bakery Prod. & Marketing	500
	Total	**14,459**

Avg. Edit. Pgs./Copy

1	Restaurants & Insts.	134
2	Bakery Prod. & Marketing	115
3	Restaurant Business	91
4	Restaurant Hospitality	69
5	Institutional Distrib.	ne
6	Nation's Restaurant News	ne

Average Circulation

1	Restaurants & Insts.	126,654
2	Restaurant Business	105,990
3	Restaurant Hospitality	95,198
4	Nation's Restaurant News	73,860
5	Institutional Distrib.	31,588
6	Bakery Prod. & Marketing	30,163
	Total	**463,453**

% Chg. Avg. Circ.

1984 vs. 1983

		%
1	Restaurant Business	26.4
2	Restaurants & Insts.	18.9
3	Restaurant Hospitality	15.4
4	Nation's Restaurant News	8.7
5	Institutional Distrib.	4.3
6	Bakery Prod. & Marketing	0.1

Net Chg. Avg. Circ.

1984 vs. 1983

1	Restaurant Business	22,121
2	Restaurants & Insts.	20,133
3	Restaurant Hospitality	12,672
4	Nation's Restaurant News	5,916
5	Institutional Distrib.	1,313
6	Bakery Prod. & Marketing	40
	Total	**62,195**

Avg. Total Pgs./Copy

ad pages + edit. pages

1	Restaurants & Insts.	302
2	Bakery Prod. & Marketing	286
3	Restaurant Business	251
4	Restaurant Hospitality	180
5	Institutional Distrib.	ne
6	Nation's Restaurant News	ne

Total Revenue

ad rev. + circ. rev.

		$000
1	Restaurants & Insts.	30,490
2	Restaurant Business	13,310
3	Nation's Restaurant News	12,905
4	Restaurant Hospitality	7,253
5	Bakery Prod. & Marketing	6,246
6	Institutional Distrib.	6,079
	Total	**76,283**

% Chg. Total Revenue

1984 vs. 1983

		%
1	Restaurants & Insts.	34.8
2	Restaurant Hospitality	27.1
3	Restaurant Business	20.8
4	Institutional Distrib.	16.6
5	Nation's Restaurant News	13.5
6	Bakery Prod. & Marketing	8.7

n/a = not applicable
ne = not estimated

MAGAZINE PROFILES

Bakery Production & Marketing

Gorman Publishing Company
5725 East River Road
Chicago, IL 60631
(312) 693-3200
Year founded: 1966
Published: 13x per year with 2 extra in-store issues

Publisher: Bill Donohue
Other key contacts: David Greenberg, Eastern Sales Manager; Terri Frank, Advertising Manager

Editorial Description: Bakery Production and Marketing is edited for bakers who are executives and operating management in large volume bakeries; owners and operators of retail-type bakeries; and distributors who service the market. The editorial purpose is to provide practical feature articles based upon field observation by a baker-editor team which reports upon actual bakery operations. Emphasis is upon operating and management techniques, new product bakers' innovations, and production techniques to make bakers more successful. Monthly news, new product reviews, production tips, packaging, transportation, labor, sanitation, flour, cake decorating, selling, formulas, and merchandising; plus special emphasis issues on conventions and industry-wide issues.

Member: BPA

Primary SRDS Classification No. 9

Institutional Distribution

Bill Communications, Inc.
633 Third Avenue
New York, NY 10017
(212) 986-4800
Year founded: 1965
Published: 14x per year

Publisher: Stan Romaine
Advertising Director: Stan Romaine

Editorial Description: Institutional Distribution, The Magazine of Foodservice Distribution, is editorially directed to the foodservice distributor executives and their sales forces. Editorial content focuses on how to reach, sell and service foodservice customers. Contents include such subjects as industry and government developments affecting sales, selling techniques, modern distribution management techniques, distributor-manufacturer relations, distributor-customer relations and physical distribution techniques. Industry news, product news, and personnel changes also covered.

Member: BPA

Primary SRDS Classification No. 127

Nation's Restaurant News

Lebhar-Friedman, Inc.
425 Park Avenue
New York, NY 10022
(212) 371-9400
Year founded: 1967
Published: Weekly

Publisher: Arthur Anderman
Other key contacts: Martin J. Feldman, National Sales Manager

Editorial Description: Nation's Restaurant News serves commercial and institutional food service and lodging establishments including restaur-

(Continued on page 353)

Industrial Products & Design Engineering

Market Highlights

CIRCULATION:

CIRCS IMPROVE; TWO NEW TITLES EXPAND MARKET

Overall, average growth improves slightly compared to 1983, as improved circ performances and the entry of two titles boost the market's total circ by 259,314. *Industrial Equipment News* (202,350) edges closer to the number one circ book *New Equipment Digest* (203,299). But the biggest gains go to smaller titles, like *Control Engineering* (87,426), up a market-leading 5.9%. Among the three books with subs, *EC&M* leads sub growth with a 3.1% increase.

AD PAGES:

MARKET DRAMATICALLY REVERSES '83 LOSSES

This market engineers a dramatic ad page turnaround, totally reversing a disappointing '83 when five books lost business. Average page gain for market books in '84 is 10.5%, with four designing double-digit increases. Tops in growth and biggest in total pages, *Design News* (up 21.8%) goes neck and neck with *Control Engineering*'s number two gain of 21.1%. *CE* quadruples its '83 gain of 5%.

REVENUE:

DOLLARS INCREASE SIGNIFICANTLY

Ad page gains in this mostly controlled circulation market produce double-digit revenue increases for six titles. Improved business and the addition of two smaller revenue books boost the market's total dollars 32.9%. The number one and two ad page gainers also held those positions in dollar increases: *Design News*, up 37.5%, and *Control Engineering*, up 24.3%.

INDUSTRIAL PRODUCTS & DESIGN ENGINEERING

Ad Pages

1	Design News	4,949
2	Machine Design	3,989
3	Plant Engineering	2,262
4	A.C., Htg.& Refrig. News	1,925
5	Control Engineering	1,723
6	Material Handling Engin.	1,551
7	Research & Development	1,548
8	Product Design & Dev.	1,206
9	EC&M	1,181
10	Industrial Equip. News	1,038
11	New Equipment Digest	1,025
12	Production Engineering	974
	Total	**23,371**

% Chg. Ad Pages

	1984 vs. 1983	%
1	Design News	21.8
2	Control Engineering	21.1
3	Material Handling Engin.	17.5
4	Industrial Equip. News	15.1
5	New Equipment Digest	8.8
6	Machine Design	7.6
7	Plant Engineering	7.5
8	Research & Development	5.0
9	EC&M	2.5
10	Product Design & Dev.	ne
11	Production Engineering	ne
12	A.C., Htg.& Refrig. News	– 1.6

Net Chg. Ad Pages

	1984 vs. 1983	
1	Design News	885
2	Control Engineering	300
3	Machine Design	283
4	Material Handling Engin.	231
5	Plant Engineering	158
6	Industrial Equip. News	136
7	New Equipment Digest	83
8	Research & Development	74
9	EC&M	29
10	Product Design & Dev.	ne
11	Production Engineering	ne
12	A.C., Htg.& Refrig. News	– 30
	Total	**2,149**

Avg. Ad Pages/Copy

1	Design News	206
2	Machine Design	142
3	Control Engineering	133
4	Research & Development	129
5	Material Handling Engin.	119
6	Product Design & Dev.	100
7	EC&M	98
8	Plant Engineering	90
9	Industrial Equip. News	87
10	New Equipment Digest	85
11	Production Engineering	81
12	A.C., Htg.& Refrig. News	37

Ad Revenue

		$000
1	Design News	21,868
2	Machine Design	17,966
3	Plant Engineering	11,849
4	New Equipment Digest	10,702
5	Industrial Equip. News	10,194
6	Research & Development	7,647
7	Control Engineering	6,883
8	EC&M	6,449
9	Product Design & Dev.	6,434
10	A.C., Htg.& Refrig. News	6,334
11	Material Handling Engin.	5,100
12	Production Engineering	4,820
	Total	**116,246**

% Chg. Ad Revenue

	1984 vs. 1983	%
1	Design News	37.5
2	Control Engineering	24.3
3	Material Handling Engin.	21.4
4	Machine Design	16.5
5	Research & Development	15.4
6	Industrial Equip. News	12.6
7	EC&M	9.1
8	New Equipment Digest	8.4
9	Plant Engineering	7.8
10	A.C., Htg.& Refrig. News	3.3
11	Product Design & Dev.	ne
12	Production Engineering	ne

Net Chg. Ad Revenue

	1984 vs. 1983	$000
1	Design News	5,969
2	Machine Design	2,548
3	Control Engineering	1,346
4	Industrial Equip. News	1,139
5	Research & Development	1,022
6	Material Handling Engin.	900
7	Plant Engineering	858
8	New Equipment Digest	826
9	EC&M	538
10	A.C., Htg.& Refrig. News	205
11	Product Design & Dev.	ne
12	Production Engineering	ne
	Total	**15,351**

Avg. Edit. Pgs./Copy

1	Design News	91
2	Material Handling Engin.	80
3	Control Engineering	77
4	Research & Development	74
5	EC&M	61
6	Production Engineering	55
7	Plant Engineering	51
8	New Equipment Digest	37
9	Industrial Equip. News	34
10	A.C., Htg.& Refrig. News	ne
11	Machine Design	ne
12	Product Design & Dev.	ne

▶

n/a = not applicable
ne = not estimated

MAGAZINE PROFILES

Air Conditioning, Heating & Refrigeration News

Business News Publishing Company
755 West Big Beaver Road
P.O. Box 2600
Troy, MI 48007
(313) 362-3700
Year founded: 1926
Published: Weekly

Publisher: Michael A. Miller

Editorial Description: Air Conditioning, Heating & Refrigeration News provides news coverage and feature material in various technical, marketing, design, engineering, installation, management, government, and labor areas.

Member: ABC

Primary SRDS Classification No. 2

Control Engineering

Technical Publishing Company
1301 South Grove Avenue, P.O. Box 1030
Barrington, IL 60010
(312) 381-1840
Year founded: 1954
Published: 13x per year

Publisher: Ned Johnson

Other key contacts: Stephen A. Thompson, National Sales Manager; Nicole M. Borden, Marketing Manager

Editorial Description: Design News is a news magazine for design engineers, written to provide engineers and managers serving the Original Equipment Market with ideas to help them solve their design problems. Contains graphically illustrated articles covering the principal areas of design activity. The Design News editorial objective relates the significant developments in the field of engineering design, provides useful reference material and job-related applications of new design products, materials, systems and techniques.

Member: BPA

Primary SRDS Classification No. 120

Design News

Cahners Publishing Company
275 Washington Street
Newton, MA 02158
(617) 964-3030
Year founded: 1946
Published: 29x per year

Publisher: Thomas H. Barry

Other key contacts: Robert L. Hansen, National Sales Manager

Editorial Description: Control Engineering is edited for engineers who design, develop, and apply control and instrumentation systems. Coverage is of a technical "how-to" nature. The publication informs control engineers of automatic control and data-handling systems through the practical application of instrumentation and new analytical and systems design techniques. Problems in the processing industries, machinery and manufacturing, aerospace, and other fields are treated in depth. Emphasis on the exchange of information between industries that utilize control techniques, instrumentation and data handling.

Member: BPA

Primary SRDS Classification No. 34

EC&M

McGraw-Hill Information Systems Company
1221 Avenue of the Americas
New York, NY 10020
(212) 512-3577
Published: Monthly

Publisher: Jerry S. Ryan

Advertising Director: D. LeRoy Culver

▶

Figures are Folio estimates for the calendar year 1984.

INDUSTRIAL PRODUCTS & DESIGN ENGINEERING

Continued

Average Circulation

1	New Equipment Digest	203,229
2	Industrial Equip. News	202,350
3	Machine Design	166,837
4	Design News	155,684
5	Product Design & Dev.	152,033
6	Research & Development	113,092
7	Material Handling Engin.	105,605
8	Plant Engineering	105,024
9	Production Engineering	90,255
10	Control Engineering	87,426
11	EC&M	76,526
12	A.C., Htg.& Refrig. News	26,450
	Total	**1,484,511**

% Chg. Avg. Circ.

	1984 vs. 1983	%
1	Control Engineering	5.9
2	Research & Development	5.1
3	EC&M	3.1
4	Plant Engineering	2.5
5	Industrial Equip. News	0.8
6	Machine Design	0.8
7	New Equipment Digest	0.5
8	Material Handling Engin.	0.1
9	A.C., Htg.& Refrig. News	0.0
10	Product Design & Dev.	ne
11	Production Engineering	ne
12	Design News	–1.1

Net Chg. Avg. Circ.

	1984 vs. 1983	
1	Research & Development	5,490
2	Control Engineering	4,858
3	Plant Engineering	2,517
4	EC&M	2,278
5	Industrial Equip. News	1,552
6	Machine Design	1,352
7	New Equipment Digest	991
8	Material Handling Engin.	122
9	Product Design & Dev.	ne
10	Production Engineering	ne
11	A.C., Htg.& Refrig. News	–7
12	Design News	–1,673
	Total	**17,480**

Avg. Total Pgs./Copy

	ad pages + edit. pages	
1	Design News	297
2	Control Engineering	210
3	Research & Development	203
4	Material Handling Engin.	199
5	EC&M	160
6	Plant Engineering	142
7	Production Engineering	137
8	New Equipment Digest	123
9	Industrial Equip. News	120
10	A.C., Htg.& Refrig. News	ne
11	Machine Design	ne
12	Product Design & Dev.	ne

Total Revenue

	ad rev. + circ. rev.	$000
1	Design News	21,868
2	Machine Design	17,966
3	Plant Engineering	11,849
4	New Equipment Digest	10,702
5	Industrial Equip. News	10,194
6	EC&M	7,826
7	Research & Development	7,647
8	A.C., Htg.& Refrig. News	7,348
9	Control Engineering	6,992
10	Product Design & Dev.	6,434
11	Material Handling Engin.	5,100
12	Production Engineering	4,820
	Total	**118,746**

% Chg. Total Revenue

	1984 vs. 1983	%
1	Design News	37.5
2	Control Engineering	23.8
3	Material Handling Engin.	21.4
4	Machine Design	16.5
5	Research & Development	15.4
6	Industrial Equip. News	12.6
7	New Equipment Digest	8.4
8	EC&M	8.0
9	Plant Engineering	7.8
10	A.C., Htg.& Refrig. News	4.0
11	Product Design & Dev.	ne
12	Production Engineering	ne

Subscription Revenue

		$000
1	EC&M	1,377
2	A.C., Htg.& Refrig. News	1,014
3	Control Engineering	109
4	Design News	0
5	Industrial Equip. News	0
6	Machine Design	0
7	Material Handling Engin.	0
8	New Equipment Digest	0
9	Plant Engineering	0
10	Product Design & Dev.	0
11	Production Engineering	0
12	Research & Development	0
	Total	**2,500**

% Chg. Sub. Revenue

	1984 vs. 1983	%
1	A.C., Htg.& Refrig. News	8.6
2	EC&M	3.1
3	Design News	n/a
4	Industrial Equip. News	n/a
5	Machine Design	n/a
6	Material Handling Engin.	n/a
7	New Equipment Digest	n/a
8	Plant Engineering	n/a
9	Product Design & Dev.	n/a
10	Production Engineering	n/a
11	Research & Development	n/a
12	Control Engineering	–1.9

▶

n/a = not applicable
ne = not estimated

MAGAZINE PROFILES

Editorial Description: EC&M Electrical Construction and Maintenance is edited for electrical contractors, electrical consultants and in-plant supervisory personnel. Provides technical data about the design, construction, modernization, operation and maintenance of electrical systems. Feature articles (56%) cover reports of current practice principally in technology, also organization and management. Includes state-of-the-art in design, lighting, heating, etc. Departments include New Products (9%), News of the Industry (6%), Practical Methods, Code Forum, Reader's Quiz (29%).

Member: ABC

Primary SRDS Classification No. 39

Industrial Equipment News

Thomas Publishing Company
One Penn Plaza, 250 West 34th Street
New York, NY 10119
(212) 695-0500
Published: Monthly

Publisher: Ralph E. Richardson

Editorial Description: Industrial Equipment News is a product news magazine edited as a monthly source of information on new or recently improved products. Its purpose is to keep designers, specifiers, and buyers in manufacturing and allied industries informed about new materials, components, equipment, and supplies used in both manufacturing and plant operations. It also describes new catalogs and technical literature.

Member: BPA

Primary SRDS Classification No. 83B

Machine Design

Penton/IPC, Inc.
Penton Plaza, 1111 Chester Avenue
Cleveland, OH 44114
(216) 696-7000
Year founded: 1929
Published: 29x per year

Publisher: Robert Z. Chew, Jr.
Other key contacts: Donald R. Buckner, Sales Manager

Editorial Description: Machine Design is written and edited for the individuals who perform a design engineering function. It provides technical information in the following areas: (1) Design and development, how-to, in-depth technical articles; (2) Current technical news coverage; (3) Ideas, examples of how someone else solved a design problem; (4) Personal, professional and management information; and (5) Commercial assistance by means of new product announcements and manufacturers' literature listings.

Member: BPA

Primary SRDS Classification No. 120

Material Handling Engineering

Penton/IPC, Inc.
1111 Chester Avenue
Cleveland, OH 44114
(216) 696-7000
Year founded: 1945
Published: 13x per year

Publisher: George Harrigan
Other key contacts: Mel Burke, Business Manager

Editorial Description: Material Handling Engineering is edited for the executive responsible for the material handling function in manufacturing or distribution. Articles describe the application of material handling products and systems as a means of increasing productivity, cutting operating cost, improving safety, and▶

INDUSTRIAL PRODUCTS & DESIGN ENGINEERING

Continued

Avg. Subscrip. Circ.

1	EC&M	76,526
2	A.C., Htg.& Refrig. News	26,450
3	Control Engineering	2,178
4	Design News	0
5	Industrial Equip. News	0
6	Machine Design	0
7	Material Handling Engin.	0
8	New Equipment Digest	0
9	Plant Engineering	0
10	Product Design & Dev.	0
11	Production Engineering	0
12	Research & Development	0
	Total	**105,154**

% Chg. Avg. Sub. Circ.

	1984 vs. 1983	%
1	EC&M	3.1
2	A.C., Htg.& Refrig. News	0.0
3	Design News	n/a
4	Industrial Equip. News	n/a
5	Machine Design	n/a
6	Material Handling Engin.	n/a
7	New Equipment Digest	n/a
8	Plant Engineering	n/a
9	Product Design & Dev.	n/a
10	Production Engineering	n/a
11	Research & Development	n/a
12	Control Engineering	−11.8

Net Chg. Avg. Sub. Circ.

	1984 vs. 1983	
1	EC&M	2,278
2	Design News	n/a
3	Industrial Equip. News	n/a
4	Machine Design	n/a
5	Material Handling Engin.	n/a
6	New Equipment Digest	n/a
7	Plant Engineering	n/a
8	Product Design & Dev.	n/a
9	Production Engineering	n/a
10	Research & Development	n/a
11	A.C., Htg.& Refrig. News	−7
12	Control Engineering	−291
	Total	**1,980**

n/a = not applicable
ne = not estimated

MAGAZINE PROFILES

facilitating materials requirement planning and inventory control. Departments include general news, industry news, short case studies, product and literature items, and an editorial page.

Member: BPA, MPA, ABP

Primary SRDS Classification No. 85A

New Equipment Digest

Penton/IPC, Inc.
1111 Chester Avenue
Cleveland, OH 44114
(216) 696-7000
Year founded: 1936
Published: Monthly

Publishing Director: Russell S. Carson
Other key contacts: Marci Bushek, Advertising Service Coordinator; James T. Lucas, Advertising Service/Production Manager

Editorial Description: New Equipment Digest contains condensed descriptions of new and/or significantly improved industrial products, materials, components and equipment announced by established companies marketing in the United States. Literature and catalogs on the same subjects are reviewed. In a typical year, the editorial content covers: new product descriptions (85%); new literature and catalogs (11%) and feature articles (4%). Special features include: Special Sections, Editor's Showcase, Samplecase, Bookcase, Data Rack, Best of Penton/IPC and Best of N.E.D.

Member: BPA

Primary SRDS Classification No. 83B

Plant Engineering

Technical Publishing Company
1301 South Grove Avenue, P.O. Box 1030
Barrington, IL 60010
(312) 381-1840
Year founded: 1947
Published: Biweekly

Publisher: Ciro A. Buttacavoli

Editorial Description: Plant Engineering is edited for those responsible for designing, building, installing, operating and maintaining the systems, equipment and services of the industrial plant. Problem-solution articles cover electrical systems, heating, ventilation, air conditioning, pumps, compressors, piping, valves, mechanical and fluid power transmission, materials handling, maintenance, construction, pollution control, safety, fire protection, employee facilities, lighting, instrumentation and controls, protective coatings, lubrication, fuels, tools and fastening, insulation, energy management, telecommunications, plant engineering management and organization, and computer and robotic systems. Special features: News Briefs; Human Side of Engineering; Suggestions and Solutions; Material Handling Roundup; New Equipment Reports; Manufacturer's Literature, Control Technology.

Member: BPA, ABC

Primary SRDS Classification No. 113B

Product Design & Development

Chilton Company
Chilton Way
Radnor, PA 19089
(215)) 964-4355
Year founded: 1946
Published: Monthly

Publisher: Douglas Robertson
Other key contacts: Robert Bierwirth, Editor

Editorial Description: Product Design & Development is a product news magazine for design engineers. Its editorial focuses on new or improved materials, components, systems, and equipment—the full spectrum of products needed to solve today's complex design problems. Certain feature articles on subjects of especial interest are included, as is new supplier literature

Member: BPA

Primary SRDS Classification No. 120

Production Engineering

Penton/IPC, Inc.
1111 Chester Avenue
Cleveland, OH 44114
(216) 696-7000
Year founded: 1954
Published: Monthly

Publisher: John Davis
Publishing Vice President: Jerome C. Neff
Other key contacts: Larry Boulden, Sales Manager; Ruth E. Reding, Advertising Service Manager

Editorial Description: Production Engineering covers a broad spectrum of information about the technical aspects of the production engineering function, current national trends, and personal and professional aspects of the production engineer's working life.

Member: BPA

Primary SRDS Classification No. 120A

Research & Development

Technical Publishing Company
1301 South Grove Avenue
Barrington, IL 60010
(312) 381-1840
Year founded: 1959
Published: Monthly

Publisher: Tim Kelly

Editorial Description: Research & Development is an interdisciplinary publication edited for scientists, engineers and administrators engaged in applied research and development. Its news stories and articles report on timely, significant and useful laboratory advances, instruments and techniques.

Member: BPA

Primary SRDS Classification No. 132A

Figures are FOLIO estimates for the calendar year 1984.

Marketing

Market Highlights

CIRCULATION:

MODERATE GAINS REVERSE WEAK '83

All three books in this market position themselves more successfully to the marketing and advertising communities, reversing a weak '83 circulation performance. *Adweek* dramatically boosts its small newsstand circ, up 49%. *Adweek* also leads sub gains at 7.4%, but biggest circ book, *Advertising Age*, with 84,317, leads in total circ increases, up 6.6%.

AD PAGES:

MARKET TOTAL TOPS 7,000 PAGES

This market's average page gain in '84 (10.6%) edges ahead of 1983 pace (up 9.9%), and puts it well over the 7,000-page mark (7,399 pages). *Sales & Marketing Management*, with the most dramatic increase, manages to reverse '83 page decline to top the list in '84 growth with a 19.9% gain.

REVENUE:

ALL TITLES BOOST DOLLARS

Successful marketing produces across the board double-digit gains in ad and total revenues. *Sales & Marketing Management*'s dramatic page turnaround shoots it to the top of the ad dollar growth list, up 23.7%. *Advertising Age* (up 18.3%) squeaks ahead of *Adweek* (up 18.2%) in total revenue gains, but *Adweek* took top honors in sub dollar gains (up 19.4%).

MARKETING

Ad Pages

1	Advertising Age	3,787
2	Adweek	2,297
3	Sales & Marketing Mgmt.	1,315
	Total	**7,399**

% Chg. Ad Pages

	1984 vs. 1983	%
1	Sales & Marketing Mgmt.	19.9
2	Adweek	10.2
3	Advertising Age	1.7

Net Chg. Ad Pages

	1984 vs. 1983	
1	Sales & Marketing Mgmt.	218
2	Adweek	212
3	Advertising Age	62
	Total	**492**

Avg. Ad Pages/Copy

1	Sales & Marketing Mgmt.	82
2	Adweek	41
3	Advertising Age	36

Ad Revenue

		$000
1	Advertising Age	25,610
2	Adweek	15,045
3	Sales & Marketing Mgmt.	5,675
	Total	**46,330**

% Chg. Ad Revenue

	1984 vs. 1983	%
1	Sales & Marketing Mgmt.	23.7
2	Advertising Age	18.8
3	Adweek	17.7

Net Chg. Ad Revenue

	1984 vs. 1983	$000
1	Advertising Age	4,044
2	Adweek	2,267
3	Sales & Marketing Mgmt.	1,066
	Total	**7,397**

Avg. Edit. Pgs./Copy

1	Sales & Marketing Mgmt.	82
2	Advertising Age	26
3	Adweek	ne

Average Circulation

1	Advertising Age	84,317
2	Adweek	54,960
3	Sales & Marketing Mgmt.	42,144
	Total	**181,421**

% Chg. Avg. Circ.

	1984 vs. 1983	%
1	Advertising Age	6.6
2	Adweek	3.2
3	Sales & Marketing Mgmt.	−2.4

Net Chg. Avg. Circ.

	1984 vs. 1983	
1	Advertising Age	5,195
2	Adweek	1,722
3	Sales & Marketing Mgmt.	−1,015
	Total	**5,902**

Avg. Total Pgs./Copy

	ad pages + edit. pages	
1	Sales & Marketing Mgmt.	165
2	Advertising Age	63
3	Adweek	ne

Total Revenue

	ad rev. + circ. rev.	$000
1	Advertising Age	30,089
2	Adweek	16,972
3	Sales & Marketing Mgmt.	7,174
	Total	**54,235**

% Chg. Total Revenue

	1984 vs. 1983	%
1	Advertising Age	18.3
2	Adweek	18.2
3	Sales & Marketing Mgmt.	12.3

Subscription Revenue

		$000
1	Advertising Age	4,126
2	Adweek	1,824
3	Sales & Marketing Mgmt.	1,499
	Total	**7,449**

% Chg. Sub. Revenue

	1984 vs. 1983	%
1	Adweek	19.4
2	Advertising Age	11.3
3	Sales & Marketing Mgmt.	−16.7

Avg. Subscrip. Circ.

1	Advertising Age	81,733
2	Sales & Marketing Mgmt.	42,144
3	Adweek	38,161
	Total	**162,038**

% Chg. Avg. Sub. Circ.

	1984 vs. 1983	%
1	Adweek	7.4
2	Advertising Age	6.5
3	Sales & Marketing Mgmt.	−2.4

Net Chg. Avg. Sub. Circ.

	1984 vs. 1983	
1	Advertising Age	5,009
2	Adweek	2,631
3	Sales & Marketing Mgmt.	−1,015
	Total	**6,625**

Newsstand Revenue

		$000
1	Advertising Age	352
2	Adweek	103
3	Sales & Marketing Mgmt.	0
	Total	**455** ▶

n/a = not applicable
ne = not estimated

THE MAGNET
The new CBS Magazine Network

REACHING MORE THAN 20 MILLION PASSIONATE CONSUMERS.

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☐ FLYING ☐ BOATING ☐ AUDIO ☐ POPULAR PHOTOGRAPHY
☐ CYCLE ☐ CAR & DRIVER ☐ STEREO REVIEW ☐ CYCLE WORLD

Figures are FOLIO estimates for the calendar year 1984.

PRESS

THINK OF US AS OLD HAT.

Things were pretty basic back in 1916.

So when G.D. Crain, Jr., began a publishing operation with a staff of three to assist him, it was clear what it was going to take to succeed.

Without the benefit of vast resources or modern technology, it all boiled down to sweat equity. Legwork. Long hours. Mind searching. And, most important, belief and persistence in a basic idea—that the measure of any publication is first and foremost the quality of journalism that readers find between its covers.

From the outset, G.D. Crain, Jr., was convinced that providing a journalistically useful product to readers would, in turn, provide a measurably significant service to advertisers. And that, in turn, would make his fledgling publication grow and prosper.

Today, that idea may strike many as old hat. To some, short cuts and a quick buck may seem more in keeping with the demands of the time. But not at the company that has grown from the enterprise G.D. Crain, Jr., poured his soul into seven decades ago.

That company is Crain Communications. Much has changed here over the years. Instead of a handful of publications, we now publish over two dozen business newspapers, magazines, and consumer periodicals.

The first tiny office has been replaced by a network of locations throughout the U.S. and in Europe. Typewriters have given way to CRT units, and we provide computerized capabilities to other companies. And the original core of three employees has increased to over nine hundred.

All in all, G.D. Crain, Jr., would probably be startled to see the changes that have taken place at Crain Communications. But the way we earn a living hasn't changed a bit.

We still seek out the kind of publishing opportunities and the kind of employees that G.D. Crain, Jr., sought out in 1916. And what we do still amounts to old fashioned, sleeves-up journalism that translates into a value for both readers and advertisers.

So, while Crain Communications is one of today's strongest and most progressive publishing organizations, you can still think of us as old hat.

Crain Communications Inc

Where readers came first, from the first day.

Advertising Age • Automotive News • AutoWeek • Business Insurance • Business Marketing • City & State
Crain's Chicago Business • Crain's Cleveland Business • Crain's Detroit Business • Crain's Illinois Business
Crain's New York Business • Tire Business • Electronic Media • Florida Keys Magazine
Humm's Guide to the Florida Keys • Modern Healthcare • Monthly Detroit • Pensions & Investment Age
Rubber & Plastics News • American Trade Magazines • In Europe: Advertising Age's Focus
European Rubber Journal • Urethanes Technology

MARKETING

Continued

Avg. Newsstand Circ.	
1 Advertising Age	2,584
2 Adweek	1,318
3 Sales & Marketing Mgmt.	0
Total	3,902

% Chg. Avg. News. Circ. 1984 vs. 1983	%
1 Adweek	49.0
2 Advertising Age	7.8
3 Sales & Marketing Mgmt.	n/a

Net Chg. Avg. News. Circ. 1984 vs. 1983	
1 Adweek	434
2 Advertising Age	186
3 Sales & Marketing Mgmt.	n/a
Total	620

% Chg. News. Revenue 1984 vs. 1983	%
1 Advertising Age	107.1
2 Adweek	84.5
3 Sales & Marketing Mgmt.	n/a

n/a = not applicable
ne = not estimated

MAGAZINE PROFILES

Advertising Age

Crain Communications Inc.
220 East 42nd Street
New York, NY 10017
(212) 210-0205
Year founded: 1930
Published: Semiweekly

Publisher: Louis F. DeMarco
Advertising Director: Don Lock
Other key contacts: Larry Oliver, Eastern Sales Manager; Bill Walker, Midwestern Sales Manager

Editorial Description: Advertising Age publishes news of special interest to those active in marketing, advertising and media, much of it exclusive news. In-depth profiles of companies and people. Weekly single-topic Special Reports on specific phases of marketing, advertising, media. Regular features, expert columnists, and statistical reports. The "publication of record" of the industry.
Member: ABC
Primary SRDS Classification No. 1

ADWEEK

A/S/M Communications
820 Second Avenue
New York, NY 10017
(212) 661-8080
Year founded: 1951
Published: 56x per year

Publishers: J.C. Kelly, Southwest; John Singleton, Midwest; Michael Carpenter, West; Stephen Carroll, Southeast
Associate Publisher: Wenda Harris Millard, East

Editorial Description: ADWEEK is a group of magazines devoted to advertising industry news and information. Each magazine is edited in the region it serves. Each brings its readers local and national news. Special in-depth reports and industry analyses appear simultaneously in the Network publications.

Member: ABC

Primary SRDS Classification No. 1

S&MM
Sales & Marketing Management

Bill Communications, Inc.
533 Third Avenue
New York, NY 10017
(212) 986-4800
Year founded: 1918
Published: 16x per year

Publisher: Kenneth M. Reiss
Advertising Director: Donald E. Mates

Editorial Description: Sales & Marketing Management (S&MM) is published for all executives responsible for the profitable sale and marketing of their companies' products and services.

Member: ABC, BPA

Primary SRDS Classification No. 131A

THE MAGNET
The new CBS Magazine Network

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☐ CYCLE ☐ CAR & DRIVER ☐ STEREO REVIEW ☐ CYCLE WORLD

Figures are FOLIO estimates for the calendar year 1984.

Medical

Market Highlights

CIRCULATION:

LARGEST BUSINESS MARKET ADDS TWO TITLES, DROPS FOUR; CIRC DIPS SLIGHTLY

The exit of four titles and the debut of two books demonstrate just how volatile—and perhaps crowded—this market is. Total circ for this largest FOLIO:400 Business Market dips slightly (-5%), falling just below three million. Circ growth also falls below '83 pace, with seven books recording losses. *Modern Healthcare*, one of seven books with sub circs, runs away with sub increases (up 44.5%) and also leads in overall circulation gains (up 11.5%), the only double-digit increase.

AD PAGES:

SOME HEALTHY GAINS, SOME HEFTY LOSSES

Page gains and losses mirror each other, with both reaching the double-digits. Winners win big in '84, scoring an average ad gain of 16.8%; losers average a drain of 11.2%. *Modern Healthcare* leads gainers, up 39.3%. Biggest in total ad pages, *New England Journal of Medicine*, turns it around in '84, changing an '83 decline into third best gain, 16.7%.

REVENUE:

MARKET SLIPS FROM STRONG '83 GROWTH

Despite some big dollar gains by two books, overall the market does not match its strong '83 growth: Total revenue increases slightly, 1.5%, to top $180 million, and place "Medical" third among FOLIO:400 business markets. *Modern Healthcare* sweeps all three growth measurements, finishing a distant first in sub revenue gains (up 106.6%), ad revenue gains (up 57.9%) and total revenue gains (up 60.8%). *American Medical News*, number two in ad and total gains, is the only book measured comparatively last year to grow at a faster pace in 1984.

MEDICAL

Ad Pages

1	New England Jour.of Med.	4,748
2	Medical Economics	3,957
3	Journal of the AMA	3,496
4	Amer. Family Physician	2,480
5	Diversion	2,387
6	Patient Care	2,153
7	Physician's Management	2,127
8	Hospitals	2,026
9	Postgraduate Medicine	1,967
10	Annals of Internal Med.	1,947
11	Hospital Practice	1,934
12	Emergency Medicine	1,916
13	Hospital Medicine	1,856
14	Consultant	1,830
15	Modern Medicine	1,803
16	Modern Healthcare	1,766
17	MD	1,614
18	Med. Asp. of Human Sex.	1,410
19	American Medical News	1,171
	Total	**42,578**

% Chg. Ad Pages

1984 vs. 1983		%
1	Modern Healthcare	39.3
2	American Medical News	35.2
3	New England Jour.of Med.	16.7
4	Physician's Management	14.3
5	Hospitals	13.7
6	Amer. Family Physician	10.6
7	Journal of the AMA	3.9
8	Modern Medicine	1.0
9	Hospital Medicine	ne
10	Med. Asp. of Human Sex.	ne
11	Hospital Practice	−0.1
12	Annals of Internal Med.	−0.5
13	Consultant	−2.5
14	Medical Economics	−2.8
15	Patient Care	−12.7
16	Postgraduate Medicine	−16.5
17	MD	−18.2
18	Diversion	−18.6
19	Emergency Medicine	−28.7

Net Chg. Ad Pages

1984 vs. 1983		
1	New England Jour.of Med.	679
2	Modern Healthcare	498
3	American Medical News	305
4	Physician's Management	266
5	Hospitals	244
6	Amer. Family Physician	237
7	Journal of the AMA	131
8	Modern Medicine	18
9	Hospital Medicine	ne
10	Med. Asp. of Human Sex.	ne
11	Hospital Practice	−1
12	Annals of Internal Med.	−10
13	Consultant	−47
14	Medical Economics	−116
15	Patient Care	−312
16	MD	−358
17	Postgraduate Medicine	−389
18	Diversion	−545
19	Emergency Medicine	−770
	Total	**−170**

Avg. Ad Pages/Copy

1	Amer. Family Physician	207
2	Diversion	199
3	Physician's Management	177
4	Annals of Internal Med.	162
5	Hospital Practice	160
6	Hospital Medicine	155
7	Consultant	153
8	Medical Economics	152
9	Modern Medicine	150
10	MD	135
11	Postgraduate Medicine	123
12	Med. Asp. of Human Sex.	118
13	Modern Healthcare	110
14	Patient Care	103
15	Emergency Medicine	91
16	New England Jour.of Med.	91
17	Hospitals	84
18	Journal of the AMA	73
19	American Medical News	24

Ad Revenue

		$000
1	Medical Economics	20,768
2	Journal of the AMA	15,779
3	New England Jour.of Med.	14,000
4	American Medical News	11,607
5	Diversion	9,217
6	Amer. Family Physician	8,002
7	Hospitals	7,985
8	Hospital Practice	7,838
9	Patient Care	7,522
10	Modern Healthcare	6,787
11	Postgraduate Medicine	6,615
12	Physician's Management	6,583
13	Consultant	6,467
14	Hospital Medicine	6,200
15	Modern Medicine	5,982
16	Med. Asp. of Human Sex.	5,700
17	Emergency Medicine	5,589
18	MD	5,410
19	Annals of Internal Med.	4,716
	Total	**182,787**

% Chg. Ad Revenue

1984 vs. 1983		%
1	Modern Healthcare	57.9
2	American Medical News	36.6
3	Physician's Management	19.2
4	Hospitals	19.0
5	New England Jour.of Med.	16.7
6	Amer. Family Physician	13.7
7	Journal of the AMA	11.1
8	Modern Medicine	4.2
9	Medical Economics	3.2
10	Hospital Practice	2.8
11	Annals of Internal Med.	1.7
12	Hospital Medicine	ne
13	Med. Asp. of Human Sex.	ne
14	Consultant	−1.4
15	Patient Care	−7.6
16	Diversion	−11.3
17	MD	−13.7
18	Postgraduate Medicine	−13.8
19	Emergency Medicine	−22.6

Net Chg. Ad Revenue

1984 vs. 1983		$000
1	American Medical News	3,110
2	Modern Healthcare	2,489
3	New England Jour.of Med.	2,000
4	Journal of the AMA	1,572
5	Hospitals	1,275
6	Physician's Management	1,062
7	Amer. Family Physician	966
8	Medical Economics	636
9	Modern Medicine	241
10	Hospital Practice	211
11	Annals of Internal Med.	79
12	Hospital Medicine	ne
13	Med. Asp. of Human Sex.	ne
14	Consultant	−94
15	Patient Care	−622
16	MD	−860
17	Postgraduate Medicine	−1,055
18	Diversion	−1,169
19	Emergency Medicine	−1,633
	Total	**8,208**

Avg. Edit. Pgs./Copy

1	Amer. Family Physician	168
2	Annals of Internal Med.	160
3	Physician's Management	135
4	Diversion	133
5	Hospital Practice	131
6	Consultant	116
7	Postgraduate Medicine	114
8	Hospital Medicine	103
9	Modern Medicine	102
10	Medical Economics	97
11	MD	94
12	Modern Healthcare	88
13	Patient Care	83
14	Journal of the AMA	80
15	Emergency Medicine	74
16	New England Jour.of Med.	71
17	Hospitals	62
18	American Medical News	27
19	Med. Asp. of Human Sex.	16

▶

n/a = not applicable
ne = not estimated

MAGAZINE PROFILES

American Family Physician

American Academy of Family Physicians
1740 West 92nd Street
Kansas City, MO 64114
(816) 333-9700
Year founded: 1950 (as GP)
Published: Monthly

Publisher: Walter H. Kemp
Other key contacts: Richard L. Ray, Marketing Manager; H. Robert Hogg, Sales Director

Editorial Description: American Family Physician is edited for physicians specializing in family practice, internal medicine or osteopathy. Original scientific articles, written on assignment, emphasize diagnostic and therapeutic techniques. Other editorial features include scientific abstracts plus legislative information of interest to physicians in active practice. Fifty-five percent of American Family Physician's editorial content is devoted to scientific information. Special emphasis is placed on design and illustration.

Member: BPA

Primary SRDS Classification No. 87

American Medical News

American Medical Association
535 North Dearborn Street
Chicago, IL 60610
(312) 645-5000
Year founded: 1958
Published: 48x per year

Publisher: John T. Baker
Advertising Director: Joseph Dennehy
Other key contacts: Raymond Christian, Advertising Services Director; Robert Corcoran, Eastern Sales Manager; Thomas Carroll, Midwest/West Sales Manager

Editorial Description: American Medical News publishes news and opinions on key issues of political, social and economic significance concerning the practice and delivery of medical care. Additionally, there is non-technical reporting and discussion of medical developments, legal decisions, legislation, business trends, and tax rulings.

Primary SRDS Classification No. 87

Annals of Internal Medicine

American College of Physicians
4200 Pine Street
Philadelphia, PA 19104
(215) 243-1200
Year founded: 1927
Published: Monthly

Other key contacts: Amy Passe, Advertising Production Manager; Brian Barker, Assistant Business Director

Editorial Description: Annals of Internal Medicine is a journal edited for physicians specializing in the practice of internal medicine and in allied fields such as immunology, dermatology, pediatrics, pathology, preventive medicine, and public health. Each issue presents original contributions from clinical observation and research on the nature, diagnosis, and treatment of disease; case studies; conference-type reviews; editorial reviews and notes; book reviews; and medical news. Social and cultural aspects of medicine are reflected in articles on medical history▶

Figures are Folio estimates for the calendar year 1984.

MEDICAL

Continued

Average Circulation

1	Journal of the AMA	321,797
2	American Medical News	313,914
3	New England Jour.of Med.	213,447
4	Med. Asp. of Human Sex.	186,070
5	Hospital Practice	180,425
6	Diversion	177,196
7	Medical Economics	172,878
8	Hospital Medicine	159,305
9	MD	153,337
10	Emergency Medicine	130,440
11	Postgraduate Medicine	127,518
12	Amer. Family Physician	126,327
13	Consultant	120,654
14	Modern Medicine	120,375
15	Patient Care	112,201
16	Physician's Management	110,590
17	Annals of Internal Med.	93,836
18	Hospitals	84,222
19	Modern Healthcare	78,443
	Total	**2,982,975**

% Chg. Avg. Circ.

	1984 vs. 1983	%
1	Modern Healthcare	11.5
2	Hospitals	3.5
3	New England Jour.of Med.	2.8
4	Postgraduate Medicine	2.4
5	Journal of the AMA	2.1
6	Diversion	2.0
7	Medical Economics	1.4
8	Physician's Management	0.9
9	Annals of Internal Med.	0.4
10	Modern Medicine	0.2
11	Hospital Medicine	ne
12	Med. Asp. of Human Sex.	ne
13	Emergency Medicine	−0.4
14	Patient Care	−0.6
15	Amer. Family Physician	−0.8
16	American Medical News	−1.5
17	Consultant	−1.5
18	MD	−1.7
19	Hospital Practice	−6.5

Net Chg. Avg. Circ.

	1984 vs. 1983	
1	Modern Healthcare	8,096
2	Journal of the AMA	6,725
3	New England Jour.of Med.	5,836
4	Diversion	3,475
5	Postgraduate Medicine	2,979
6	Hospitals	2,845
7	Medical Economics	2,368
8	Physician's Management	1,024
9	Annals of Internal Med.	339
10	Modern Medicine	274
11	Hospital Medicine	ne
12	Med. Asp. of Human Sex.	ne
13	Emergency Medicine	−583
14	Patient Care	−698
15	Amer. Family Physician	−1,029
16	Consultant	−1,878
17	MD	−2,729
18	American Medical News	−4,729
19	Hospital Practice	−12,580
	Total	9,735

Avg. Total Pgs./Copy

	ad pages + edit. pages	
1	Amer. Family Physician	375
2	Diversion	332
3	Annals of Internal Med.	323
4	Physician's Management	312
5	Hospital Practice	291
6	Consultant	269
7	Hospital Medicine	258
8	Modern Medicine	252
9	Medical Economics	249
10	Postgraduate Medicine	237
11	MD	229
12	Modern Healthcare	198
13	Patient Care	186
14	Emergency Medicine	166
15	New England Jour.of Med.	162
16	Journal of the AMA	153
17	Hospitals	146
18	Med. Asp. of Human Sex.	133
19	American Medical News	52

Total Revenue

	ad rev. + circ. rev.	$000
1	New England Jour.of Med.	24,179
2	Medical Economics	21,513
3	Journal of the AMA	17,124
4	American Medical News	11,749
5	Diversion	9,217
6	Annals of Internal Med.	8,785
7	Hospitals	8,212
8	Amer. Family Physician	8,002
9	Hospital Practice	7,838
10	Patient Care	7,522
11	Modern Healthcare	7,353
12	Postgraduate Medicine	6,615
13	Physician's Management	6,583
14	Consultant	6,467
15	Hospital Medicine	6,200
16	Modern Medicine	5,982
17	Med. Asp. of Human Sex.	5,700
18	Emergency Medicine	5,589
19	MD	5,410
	Total	**180,040**

% Chg. Total Revenue

	1984 vs. 1983	%
1	Modern Healthcare	60.8
2	American Medical News	36.2
3	Physician's Management	19.2
4	Hospitals	18.6
5	Amer. Family Physician	13.7
6	New England Jour.of Med.	11.5
7	Journal of the AMA	9.1
8	Modern Medicine	4.2
9	Medical Economics	3.4
10	Hospital Practice	2.8
11	Annals of Internal Med.	0.7
12	Hospital Medicine	ne
13	Med. Asp. of Human Sex.	ne
14	Consultant	−1.4
15	Patient Care	−7.6
16	Diversion	−11.3
17	MD	−13.7
18	Postgraduate Medicine	−13.8
19	Emergency Medicine	−22.6

Subscription Revenue

		$000
1	New England Jour.of Med.	10,179
2	Annals of Internal Med.	4,070
3	Journal of the AMA	1,344
4	Medical Economics	745
5	Modern Healthcare	566
6	Hospitals	227
7	American Medical News	142
8	Amer. Family Physician	0
9	Consultant	0
10	Diversion	0
11	Emergency Medicine	0
12	Hospital Medicine	0
13	Hospital Practice	0
14	MD	0
15	Med. Asp. of Human Sex.	0
16	Modern Medicine	0
17	Patient Care	0
18	Physician's Management	0
19	Postgraduate Medicine	0
	Total	17,273

% Chg. Sub. Revenue

	1984 vs. 1983	%
1	Modern Healthcare	106.6
2	Medical Economics	9.8
3	American Medical News	8.5
4	New England Jour.of Med.	5.0
5	Hospitals	4.9
6	Amer. Family Physician	n/a
7	Consultant	n/a
8	Diversion	n/a
9	Emergency Medicine	n/a
10	Hospital Medicine	n/a
11	Hospital Practice	n/a
12	MD	n/a
13	Med. Asp. of Human Sex.	n/a
14	Modern Medicine	n/a
15	Patient Care	n/a
16	Physician's Management	n/a
17	Postgraduate Medicine	n/a
18	Annals of Internal Med.	−0.4
19	Journal of the AMA	−9.6

▶

n/a = not applicable
ne = not estimated

MAGAZINE PROFILES

and in editorials. Front and back sections advertise products relevant to the practice of internal medicine.

Member: ABC

Primary SRDS Classification No. 87

Consultant

Cliggott Publishing Co.
55 Holly Hill Lane
P.O. Box 4010
Greenwich, CT 06830
(203) 661-0600
Year founded: 1961
Published: 18x per year (as of 1985)

Publisher: Robert R. Victorin
Advertising Director: Jon R. Catlin
Other key contacts: Anthony P. Perraglia, Robert W. Preston, Eastern Advertising Representatives; Charles J. Dooley, Western Advertising Representative

Editorial Description: Consultant articles emphasize the "how to" aspects of medicine. They help the reader resolve questions common to his everyday practice and provide him with peer references so he can measure his own techniques against those of leading authorities. Consultant also offers a means of personal consultation with author-specialists and other clinical experts who answer questions submitted by physician-readers. All articles are original and concise, covering the major and minor day-by-day problems encountered in primary care. The emphasis throughout is on providing practical and immediately relevant help to clinicians.

Member: BPA

Primary SRDS Classification No. 87

DIVERSION

Hearst Professional Magazines, Inc.
60 East 42nd Street
New York, NY 10165
(212) 682-3710
Year founded: 1973
Published: Monthly

Publisher: Thomas Duffy
Advertising Director: Edward McGlynn
Other key contacts: Marvin Gilbert, Associate Publisher

Editorial Description: DIVERSION is a medical leisure magazine edited for physicians. It includes articles of interest to the doctor as a traveler, investor, gourmet, gardener, photographer, sportsman and convention-goer. The editorial tone reflects its readers' lifestyles and their personal interests, and articles are prepared by authorities in their respective fields.

Member: BPA

Primary SRDS Classification No. 87

Emergency Medicine

Cahners Publishing Company
475 Park Avenue South
New York, NY 10016
(212) 686-0555
Year founded: 1968
Published: Semimonthly

▶

Figures are FOLIO estimates for the calendar year 1984.

MEDICAL

Continued

Avg. Subscrip. Circ.

1	Journal of the AMA	241,184
2	American Medical News	223,176
3	New England Jour.of Med.	212,071
4	Annals of Internal Med.	93,836
5	Medical Economics	19,595
6	Modern Healthcare	11,322
7	Hospitals	6,474
8	Amer. Family Physician	0
9	Consultant	0
10	Diversion	0
11	Emergency Medicine	0
12	Hospital Medicine	0
13	Hospital Practice	0
14	MD	0
15	Med. Asp. of Human Sex.	0
16	Modern Medicine	0
17	Patient Care	0
18	Physician's Management	0
19	Postgraduate Medicine	0
	Total	**807,658**

% Chg. Avg. Sub. Circ.

	1984 vs. 1983	%
1	Modern Healthcare	44.5
2	Hospitals	4.8
3	New England Jour.of Med.	2.8
4	Medical Economics	1.2
5	Annals of Internal Med.	0.4
6	Journal of the AMA	0.3
7	Amer. Family Physician	n/a
8	Consultant	n/a
9	Diversion	n/a
10	Emergency Medicine	n/a
11	Hospital Medicine	n/a
12	Hospital Practice	n/a
13	MD	n/a
14	Med. Asp. of Human Sex.	n/a
15	Modern Medicine	n/a
16	Patient Care	n/a
17	Physician's Management	n/a
18	Postgraduate Medicine	n/a
19	American Medical News	−3.1

Net Chg. Avg. Sub. Circ.

	1984 vs. 1983	
1	New England Jour.of Med.	5,828
2	Modern Healthcare	3,487
3	Journal of the AMA	699
4	Annals of Internal Med.	339
5	Hospitals	296
6	Medical Economics	235
7	Amer. Family Physician	n/a
8	Consultant	n/a
9	Diversion	n/a
10	Emergency Medicine	n/a
11	Hospital Medicine	n/a
12	Hospital Practice	n/a
13	MD	n/a
14	Med. Asp. of Human Sex.	n/a
15	Modern Medicine	n/a
16	Patient Care	n/a
17	Physician's Management	n/a
18	Postgraduate Medicine	n/a
19	American Medical News	−7,057
	Total	**3,827**

n/a = not applicable
ne = not estimated

MAGAZINE PROFILES

Publisher: Charles H. Messina
Advertising Director: Michael Mongelli
Other key contacts: Anthony J. DiRollo, Group Vice President; Al Heidler, Eastern Sales Manager; Rich O'Donnell, Midwest Representative

Editorial Description: Emergency Medicine is published for those physicians who deal with the broadest range of patients and illnesses. The publication addresses itself to the acute phases of various types of illnesses and injuries. It treats, on a "how to" level, common emergencies ranging from the most routine to the most serious. Special features include: errors in emergency practice, the toxic emergency, emergency tips from the literature, and major hospital therapeutic conferences aimed at helping doctors diagnose and treat acute medical and traumatic conditions.

Member: BPA

Primary SRDS Classification No. 87

Hospital Medicine

Hospital Publications, Inc.
300 Harmon Meadow Boulevard
Secaucus, NJ 07094
(201) 864-4000
Year founded: 1966
Published: Monthly

Publisher: Barry J. Murphy

Editorial Description: Hospital Medicine serves the medical profession in both hospital-based and office-based practice. Editorial content includes illustrated presentations focusing on the clinical aspects of medicine.

Member: BPA

Primary SRDS Classification No. 87

Hospital Practice

HP Publishing Company
575 Lexington Avenue
New York, NY 10022
(212) 421-7320
Year founded: 1966
Published: Monthly

Publisher: Milton Liebman
Advertising Director: Terrance A. Bean
Other key contacts: David W. Fisher, President; George Janco, Advertising Sales Manager; Rita Beale, Advertising Sales Manager

Editorial Description: Hospital Practice provides original review articles on new developments and problem areas in medicine and clinical research directed to physicians in hospital and office practice. Special features include a monthly newsletter of current medicine, Capsule & Comment; a special section on bedside and deskside patient management, Clinical Strategy; short features on solving diagnostic and therapeutic problems, ECG Casebook, The Pain Clinic, and the Problem Patient. Personal views and commentary on subjects of current interest are provided in essays by regular contributors.

Member: BPA

Primary SRDS Classification No. 87

Hospitals

American Hospital Publishing, Inc.
211 East Chicago Avenue
Chicago, IL 60611
(312) 440-6800
Year founded: 1936
Published: Semimonthly

Publisher: Daniel S. Schechter
Advertising Director: Richard M. Dudley
Other key contacts: Rex N. Olsen, Associate Publisher

Editorial Description: Hospitals contains news articles and regular features which provide professional information for operating executives of health care institutions. Editorial content includes: administration & professional practice (27%); finance & economics (18%); news (17%); purchasing & product information (9%); planning & construction (8%); technology (7%); support services (6%); other (8%). Special features include: Hospital Economic Forecast, Design Lines, Law in Brief, Product Reports, Washington Report.

Member: BPA, SNAP

Primary SRDS Classification No. 65

Journal of the American Medical Association

American Medical Association
535 North Dearborn
Chicago, IL 60610
(312) 645-5000
Year founded: 1883
Published: 48x per year

Publisher: John T. Baker
Advertising Director: Joseph Dennehy
Other key contacts: Bob Corcoran, Eastern Sales Manager; Thomas Carroll, Midwest/West Sales Manager; Raymond Christian, Advertising Services Director

Editorial Description: Journal of the American Medical Association is edited to educate: to inform its readers of progress in clinical medicine, pertinent research, and landmark evolutions in other areas as they interface with medicine. It is a forum for open and responsible discussion, and publishes various directories, medical news items, letters, original papers, abstracts, questions and answers, obituaries, and practice opportunities.

Member: BPA

Primary SRDS Classification No. 87

MD Magazine

MD Publications, Inc.
30 East 60th Street
New York, NY 10022
(212) 355-5432
Year founded: 1957
Published: Monthly

Publisher: James A. Clements
Advertising Director: Dominic Waddington
Other key contacts: Carol Scott, Advertising Production Manager (Consumer)

Editorial Description: MD Magazine contains articles, reviews, and photo essays which examine a broad spectrum of subjects, among them medicine, science, the fine arts, literature, history, bi-▶

ography, music, sports, travel, entertainment, and social issues that affect the doctor as both human being and professional.

Member: BPA

Primary SRDS Classification No. 87

Medical Aspects of Human Sexuality

Hospital Publications, Inc.
300 Harmon Meadow Boulevard
Secaucus, NJ 07094
(201) 964-4000
Year founded: 1967
Published: Monthly

Publisher: William T. Cowley

Editorial Description: Medical Aspects of Human Sexuality contains physician authored articles that help the family physician and other specialists in treating and counseling patients who have sexual, marital or family problems that may, or may not be caused or complicated by a concurrent medical problem.

Member: BPA

Primary SRDS Classification No. 87

Medical Economics

Medical Economics Company, Inc.
680 Kinderkamack Road
Oradell, NJ 07649
(201) 262-3030
Year founded: 1923
Published: Semimonthly

Publisher: James H. Jenkins
Other key contacts: Richard G. Cenar, Western Sales Manager

Editorial Description: Medical Economics is edited for physicians in private practice. Covers patient relations, office management, fee setting and collecting, health insurance, hospital practice, government regulation, professional liability—plus such financial subjects as personal insurance, investments, tax and estate planning. Also medical ethics, medical humor, medical family life, leisure activities. Interpretive articles feature advice from experts, based on experiences of practicing physicians.

Member: BPA

Primary SRDS Classification No. 87

Modern Healthcare

Crain Communications Inc.
740 North Rush Street
Chicago, IL 60611
(312) 649-5350
Year founded: 1930
Published: Biweekly

Publisher: Charles S. Lauer
Advertising Director: Leonidas Nelson

Editorial Description: Modern Healthcare provides news and feature coverage of the business aspects of healthcare management. Content includes topics such as finance, purchasing, legislation, labor, planning, construction, patient care, government affairs, technology, fundraising, marketing and management.

Member: BPA

Primary SRDS Classification No. 65

Modern Medicine

Modern Medicine Publications, Inc.
7500 Old Oak Boulevard
Cleveland, OH 44130
(216) 243-8100
Year founded: 1932
Published: Monthly

Publisher: Bernard Rogers
Advertising Director: Jeffrey Preston, Associate Publisher
Other key contacts: Ronald Ziegler, Vice President, Associate Publisher; Marcie Lazarich, Sales Representative

Editorial Description: Modern Medicine includes abstracts of original papers selected from the world's literature; physician-written articles on diagnosis and therapy, clinical highlights of major medical meetings; illustrated reports of clinical techniques, plus editorial, opinion, and news briefs; a diagnostic problem; a feature on drug actions and interactions are also part of the regular editorial content, which is aimed at serving the clinical needs and interests of primary care physician readers.

Member: BPA

Primary SRDS Classification No. 87

New England Journal of Medicine

Massachusetts Medical Society
1440 Main Street
Waltham, MA 02254
(617) 893-3800
Year founded: 1812
Published: Weekly

Publisher: Frederick Bowes, III
Advertising Manager: Ronald Brown
Other key contacts: William Healy, Western Account Manager; Art Wilschek, Eastern Account Manager; Lou Wetzel, Eastern Account Manager

Editorial Description: New England Journal of Medicine is a medical journal, with no categorical restrictions, which presents original articles and interpretive reviews of new developments in the major aspects of medicine: its science, its art and practice, and its position in today's social-political structure.

Member: BPA

Primary SRDS Classification No. 87

Patient Care

Patient Care Communications, Inc.
16 Thorndal Circle, P.O. Box 1245
Darien, CT 06820
(203) 655-8951
Year founded: 1967
Published: 21x per year

Publisher: Howard C. Clutterbuck
Advertising Director: Arlene E. Gibb
Other key contacts: Kenneth Garand, National Sales Manager; Ruth Hohmeier, Sales Representative; Jack McAleer, Sales Representative; John Racik, Sales Representative

Editorial Description: Patient Care contains practical advice for physicians in the primary care specialties. Most articles deal with clinical problems, particularly those encountered in day-to-day office practice. These articles are presented in small units headed by summaries. Most articles give the consensus of three or more authorities; those articles reflecting one opinion only are accompanied by the comments of prepublication peer reviewers. Departments include Technique Tips, Time Savers, Patient Pleasers, Overseas Observer, Procedures for Your Practice, Practical Briefings, and When Your Patient Asks.

Member: BPA

Primary SRDS Classification No. 87

Physician's Management

Harcourt Brace Jovanovich Publications
7500 Old Oak Boulevard
Cleveland, OH 44130
(216) 243-8100
Year founded: 1961
Published: Monthly

Publisher: Mel Winters
Other key contacts: Tom Terreri, Advertising Representative; Joseph Diorio, Advertising Representative

Editorial Description: Physician's Management is oriented to the doctor's problems and opportunities as a businessman: office organization, staffing and personnel, maintaining proper records, advice and analysis on personal finances, the consequences of government policies as they affect the profession. The goal of each issue is to keep the doctor informed of management techniques, as well as the economic factors which influence his practice.

Member: BPA

Primary SRDS Classification No. 87

Postgraduate Medicine

McGraw-Hill Book Company
4530 West 77th Street
Minneapolis, MN 55435
(612) 835-3222
Year founded: 1947
Published: 16x per year

Publisher: Daniel M. Kelley
Advertising Director: Daniel M. Kelley
Other key contacts: E.W. Burke, Sales Representative; Steven E. Anthony, Sales Representative; Noe P. Mayotte, Sales Representative George M. Sendak, Sales Representative

Editorial Description: Postgraduate Medicine is edited for physicians who provide primary care: FP/GP, IM, DO, Cards and Gastros. Each issue presents original clinical articles stressing diagnosis and treatment of problems encountered in general medical practice. Clinical symposiums in each issue are accompanied by tests for self-assessment and tests which may be completed for AMA Category I Credits, AOA Credit and AAFP Prescribed Credit.

Member: ABC, BPA

Primary SRDS Classification No. 87

DATA MANAGEMENT

Continued from page 318

Mini-Micro Systems (cont.)

Editorial Description: Mini-Micro Systems is edited for value-added OEM's, value-added resellers and value-added users who are responsible for integrating, configuring and implementing hardware and software into mini-micro computer systems. Editorial coverage includes applications for minicomputers, microcomputers, memory systems, peripheral equipment, data communications, software, local area networks, and other mini-micro products.

Member: BPA
Primary SRDS Classification No. 5A

MIS Week

Fairchild Publications
7 East 12th Street
New York, NY 10003
(212) 741-6471
Year founded: 1980
Published: Weekly

Publisher: Martin P. Rosenblum
Advertising Director: Randi J. Zemsky

Editorial Description: MIS Week provides the most timely news available on the information systems industry to corporate management, MIS management and MIS professionals involved in planning and purchasing data processing, communications and office automation hardware and software in large corporations and organizations. News topics covered on a weekly basis include information systems, communications, data processing, data communications, micro-computing, networking, software, data bases, government, personnel, and finance.

Member: BPA
Primary SRDS Classification No. 20

Modern Office Technology

Penton/IPC, Inc.
Pittway Corp.
1111 Chester Avenue
Cleveland, OH 44114
(216) 696-7000
Year founded: 1956
Published: Monthly

Publisher: John H. Whaley III
Advertising Director: John Dykeman

Editorial Description: Modern Office Technology serves executives and managers responsible for evaluating buying and managing of business information processing equipment and systems, office operations, white collar personnel and the design and furnishing of the office environment. Editorial provides how-to-do-it management information so that executives can stay abreast of developments on systems, equipment, procedures, new technology, supplies and accessories, and management techniques.

Member: BPA
Primary SRDS Classification No. 103A

The Office

Office Publications, Inc.
1600 Summer Street
P.O. Box 1231
Stamford, CT 06904
(203) 327-9670
Year founded: 1935
Published: Monthly

Publisher: William R. Schulhof
Advertising Director: Joseph Czarnik
Other key contacts: Ray Tompkins, Sales Manager; George B. Fenning, Marketing Manager

Editorial Description: The Office contains practical articles on office automation, information management, software, word processing, telecommunications, office design and layout, copying and reproduction. Primary emphasis on new methods, systems and equipment applications. Editorial purpose: To assist administrative, management information systems, information management, word processing and data processing executives to develop more efficient and cost-saving business systems.
Member: BPA
Primary SRDS Classification No. 103A

ELECTRONICS

Continued from page 324

Industrial Equip. News (cont.)

in both manufacturing and plant operations. It also describes new catalogs and technical literature.
Member: BPA
Primary SRDS Classification No. 83B

Plant Engineering

Technical Publishing Company
1301 South Grove Avenue, P.O. Box 1030
Barrington, IL 60010
(312) 381-1840
Year founded: 1947
Published: Biweekly

Publisher: Ciro A. Buttacavoli

Editorial Description: Plant Engineering is edited for those responsible for designing, building, installing, operating and maintaining the systems, equipment and services of the industrial plant. Problem-solution articles cover electrical systems, heating, ventilation, air conditioning, pumps, compressors, piping, valves, mechanical and fluid power transmission, materials handling, maintenance, construction, pollution control, safety, fire protection, employee facilities, lighting, instrumentation and controls, protective coatings, lubrication, fuels, tools and fastening, insulation, energy management, telecommunications, plant engineering management and organization, and computer and robotic systems.

Member: BPA, ABC

Primary SRDS Classification No. 113B

Research & Development

Technical Publishing Company
1301 South Grove Avenue
Barrington, IL 60010
(312) 381-1840
Year founded: 1959
Published: Monthly

Publisher: Tim Kelly

Editorial Description: Research & Development is an interdisciplinary publication edited for scientists, engineers and administrators engaged in applied research and development. Its news stories and articles report on timely, significant and useful laboratory advances, instruments and techniques.

Member: BPA
Primary SRDS Classification No. 132A

FINANCE & INVESTING

Continued from page 326

Institutional Investor

Institutional Investor, Inc.
488 Madison Avenue
New York, NY 10022
(212) 303-3300
Year founded: 1967
Published: Monthly

Publisher: Gilbert E. Kaplan
Advertising Director: Arnold Obler, Associate Publisher
Other key contacts: Jay Berfas, United States Advertising Director

Editorial Description: Institutional Investor publishes news about, and examines, trends in investments and finance, including selection of money managers by pension funds; how money is invested professionally; investment research; the relationship between corporations and institutions that own their securities; matters affecting stock exchanges; corporate finance; and news about investment banking.

Member: BPA
Primary SRDS Classification No. 46

Pensions & Investment Age

Crain Communications Inc.
220 East 42nd Street
New York, NY 10017
(212) 210-0114
Year founded: 1973
Published: Biweekly

Publisher: William T. Bisson, Jr.
Publishing Director: Stephen D. Gilkenson, Vice President

Editorial Description: Pensions & Investment Age is edited primarily for corporate financial officers and investment professionals who administer and invest corporate investment assets, including pension and profit-sharing assets, or the assets of other institutions, both taxable and tax-exempt. The publication provides news and information concerning the investment performance of such assets, new investment vehicles, e.g. real estate, legislative and regulatory developments, and investment trends. And, it offers a variety of staff-written columns and outside-authored articles by investment professionals.
Member: BPA
Primary SRDS Classification No. 46

Metals

Market Highlights

CIRCULATION:

ENTRANCE OF NEW TITLE OFFSETS EXIT OF ESTABLISHED BOOK

The exit of a major publication (*AMM*) from this three-book market does not hurt its total all-controlled circulation. Newcomer *Tooling & Production* steps in with a number two circulation of 72,548, boosting the Metals total over 16% compared with 1983. *Iron Age*, with an average circ of 118,581, nearly half of the market's circulation, records the biggest circulation lift, 4.2%.

AD PAGES:

MARKET STEMS 1983'S SOFTNESS

The three-book market stems 1983's across the board losses. Particularly noteworthy is the turnaround at *American Machinist*. In the basement last year, *AM* reverses an '83 -30.1% loss and ups pages 8.5% in 1984. Although still down in pages, *Iron Age* cuts its losses by nearly half for 1984.

REVENUE:

DOLLARS EDGE AHEAD

Total dollars in this market edge ahead of last year. That's a particularly important edge considering the market averaged -20% ad revenue losses in '83. Putting its ad-page house in order sets *American Machinist* on a positive revenue course—up 16.6% in '84 versus down 13% in '83. *Iron Age*'s revenue slips slightly in '84, but only -5.1%, and *IA* remains number one in total revenue.

METALS

Ad Pages

1 Tooling & Production	1,601
2 American Machinist	1,410
3 Iron Age	1,064
Total	**4,075**

% Chg. Ad Pages

1984 vs. 1983	%
1 American Machinist	8.5
2 Tooling & Production	ne
3 Iron Age	−16.5

Net Chg. Ad Pages

1984 vs. 1983	
1 American Machinist	111
2 Tooling & Production	ne
3 Iron Age	−211
Total	**−100**

Avg. Ad Pages/Copy

1 Tooling & Production	133
2 American Machinist	118
3 Iron Age	44

Ad Revenue

	$000
1 Iron Age	5,600
2 American Machinist	5,533
3 Tooling & Production	4,863
Total	**15,996**

% Chg. Ad Revenue

1984 vs. 1983	%
1 American Machinist	16.6
2 Tooling & Production	ne
3 Iron Age	−5.1

Net Chg. Ad Revenue

1984 vs. 1983	$000
1 American Machinist	789
2 Tooling & Production	ne
3 Iron Age	−300
Total	**489**

Avg. Edit. Pgs./Copy

1 Tooling & Production	74
2 American Machinist	88
3 Iron Age	ne

Average Circulation

1 Iron Age	118,581
2 Tooling & Production	72,548
3 American Machinist	62,486
Total	**253,615**

% Chg. Avg. Circ.

1984 vs. 1983	%
1 Iron Age	4.2
2 American Machinist	0.0
3 Tooling & Production	ne

Net Chg. Avg. Circ.

1984 vs. 1983	
1 Iron Age	4,759
2 American Machinist	29
3 Tooling & Production	ne
Total	**4,788**

Avg. Total Pgs./Copy

ad pages + edit. pages	
1 Tooling & Production	207
2 American Machinist	205
3 Iron Age	ne

Total Revenue

ad rev. + circ. rev.	$000
1 Iron Age	5,600
2 American Machinist	5,533
3 Tooling & Production	4,863
Total	**15,996**

% Chg. Total Revenue

1984 vs. 1983	%
1 American Machinist	16.6
2 Tooling & Production	ne
3 Iron Age	−9.0

n/a = not applicable
ne = not estimated

MAGAZINE PROFILES

American Machinist

McGraw-Hill Publications Company
1221 Avenue of the Americas
New York, NY 10020
(212) 512-3326
Year founded: 1877
Published: Monthly

Publisher: Richard H. Larson
Advertising Director: Robert A. Nelson, Director of Marketing Services
Other key contacts: James G. Methven, Controller

Editorial Description: American Machinist is edited for company management, manufacturing/production managers and engineers in the metalworking industries. Metalworking Trends section features coverage of significant developments to watch in the technology of metalworking manufacturing including: machine tools, cutting, forming, computers and control, materials, robotics, quality assurance, welding, assembly, cleaning & finishing, plant operations, and manufacturing systems; and in international news plus the economic outlook, labor relations and government regulations. Feature articles and Special Reports deal with manufacturing methods and practices in the metalworking marketplace.

Member: BPA

Primary SRDS Classification No. 88

Iron Age

Manufacturing Management

Chilton Company
Chilton Way
Radnor, PA 19089
(215) 964-4332
Year founded: 1855
Published: Semimonthly

Publisher: Robert O. Sward

Editorial Description: Iron Age serves a broad base of manufacturing industries. This market includes industries which can be broadly classified as producers and manufacturers of electrical and non-electrical machinery, transportation, equipment, instruments and controls, computers, material handling, primary metals, fabricated metal products and miscellaneous metal products. It is written for manufacturing managers in the administration, production, engineering and purchasing functions. Editorial coverage includes news of manufacturing, engineering and technology and production developments, and market and price information.

Member: BPA, ABP

Primary SRDS Classification No. 88

Tooling & Production

The Magazine of Metalworking Manufacturing

Huebner Publications, Inc.
6521 Davis Industrial Parkway
Solon, OH 44139
(216) 248-1125
Year founded: 1934
Published: Monthly

Publisher: Thomas J. Corcoran
Advertising Director: Elbridge Brooks
Other key contacts: Joseph M. Difranco, Associate Publisher

Editorial Description: Tooling & Production is directed toward the interests of manufacturing engineers and managers in metalworking manufacturing industries. Editorial content provides a source of information on how to make metal parts and products better, faster, and at a lower cost. Specific articles cover tooling and production methods and manufacturing systems germane to machining, pressworking, and related processes of removing, forming and treating materials, as well as inspecting finished parts and assembling products. Management-related issues, with respect to operating a manufacturing enterprise, are also covered. A special feature section covers all aspects of computer-aided manufacturing technology.
Member: BPA, ABP, ASMMA, B/PAA
Primary SRDS Classification No. 88

Nursing
Market Highlights

CIRCULATION:

CIRCULATION DIPS; REMAINS OVER ONE MILLION

Despite across the board losses, this all-sub category's overall circ still tops one million (1,154,363). *American Journal of Nursing* comes closest to matching '83's circ, with a virtually flat performance, -0.3%. *AJN*'s sister books, however, incur heavier losses in '84.

AD PAGES:

TWO BOOKS CUT '83 LOSSES, BUT MARKET IS DOWN

Total pages dip 9.8%, from 2,184 in '83 to 1,969 in '84. Incurring the smallest loss (-3.8%), *American Journal of Nursing* manages to stem its '83 drain of -19%. And *Nursing84* (-5.4%) cuts its '83 losses in half.

REVENUE:

DOLLAR PERFORMANCE IN FAIR CONDITION

Overall dollar performance for this market looks much like 1983, flat to negative, with one exception. *American Journal of Nursing* bandages its scrape with negative growth and goes from -19% in '83 ad revenues to plus 1.9% in '84. *Nursing84* records the only growth in sub dollars, up 2.5%.

NURSING

Ad Pages

1 Nursing '84	771
2 Amer. Journal of Nursing	689
3 RN	509
Total	1,969

% Chg. Ad Pages

1984 vs. 1983	%
1 Amer. Journal of Nursing	-3.8
2 Nursing '84	-5.4
3 RN	-22.1

Net Chg. Ad Pages

1984 vs. 1983	
1 Amer. Journal of Nursing	-27
2 Nursing '84	-44
3 RN	-144
Total	-215

Avg. Ad Pages/Copy

1 Nursing '84	64
2 Amer. Journal of Nursing	57
3 RN	42

Ad Revenue

	$000
1 Nursing '84	6,632
2 Amer. Journal of Nursing	3,297
3 RN	3,024
Total	12,953

% Chg. Ad Revenue

1984 vs. 1983	%
1 Amer. Journal of Nursing	1.9
2 Nursing '84	-2.4
3 RN	-23.4

Net Chg. Ad Revenue

1984 vs. 1983	$000
1 Amer. Journal of Nursing	62
2 Nursing '84	-160
3 RN	-922
Total	-1,020

Avg. Edit. Pgs./Copy

1 Amer. Journal of Nursing	79
2 Nursing '84	70
3 RN	67

Average Circulation

1 Nursing '84	511,140
2 RN	327,593
3 Amer. Journal of Nursing	315,630
Total	1,154,363

% Chg. Avg. Circ.

1984 vs. 1983	%
1 Amer. Journal of Nursing	-0.3
2 Nursing '84	-3.5
3 RN	-10.5

Net Chg. Avg. Circ.

1984 vs. 1983	
1 Amer. Journal of Nursing	-923
2 Nursing '84	-18,493
3 RN	-38,431
Total	-57,847

Avg. Total Pgs./Copy

ad pages + edit. pages	
1 Amer. Journal of Nursing	136
2 Nursing '84	134
3 RN	110

Total Revenue

ad rev. + circ. rev.	$000
1 Nursing '84	14,259
2 RN	8,144
3 Amer. Journal of Nursing	7,716
Total	30,119

% Chg. Total Revenue

1984 vs. 1983	%
1 Amer. Journal of Nursing	0.6
2 Nursing '84	0.2
3 RN	-10.5

Subscription Revenue

	$000
1 Nursing '84	7,627
2 RN	5,120
3 Amer. Journal of Nursing	4,419
Total	17,166

% Chg. Sub. Revenue

1984 vs. 1983	%
1 Nursing '84	2.5
2 Amer. Journal of Nursing	-0.3
3 RN	-0.7

Avg. Subscrip. Circ.

1 Nursing '84	511,140
2 RN	327,593
3 Amer. Journal of Nursing	315,630
Total	1,154,363

% Chg. Avg. Sub. Circ.

1984 vs. 1983	%
1 Amer. Journal of Nursing	-0.3
2 Nursing '84	-3.5
3 RN	-10.5

Net Chg. Avg. Sub. Circ.

1984 vs. 1983	
1 Amer. Journal of Nursing	-923
2 Nursing '84	-18,493
3 RN	-38,431
Total	-57,847

MAGAZINE PROFILES

American Journal of Nursing

American Journal of Nursing Co.
555 West 57th Street
New York, NY 10019
(212) 582-8820
Year founded: 1900
Published: Monthly

Publisher: Thelma M. Schorr
Advertising Director: John Harrison
Other key contacts: Gretchen Gerds, Editorial Director

Editorial Description: American Journal of Nursing, the professional magazine written by nurses for nurses, combines authoritative articles on clinical practice, issues, and trends with fast-paced, broad news coverage, both clinical and general. Major articles, written by practicing experts and peer reviewed, present the why's behind the how-to's. Content is directed to busy professional practitioners in all settings—acute and chronic hospitals, home care/community health, long-term and rehabilitation facilities, nursing homes, schools, offices, industry. Continuing education credit is available through special features in four issues each year.

Member: ABC

Primary SRDS Classification No. 102

Nursing84

Springhouse Corporation
1111 Bethlehem Pike
Springhouse, PA 19477
(215) 646-8700
Year founded: 1971
Published: Monthly

Publisher: Warren R. Erhardt, Vice President
Advertising Director: John E. Kelly, Vice President
Other key contacts: Joseph L. Lyons, National Sales Manager

Editorial Description: Nursing84 is a skill enrichment journal for practicing nurses. The how-to articles deal with clinical nursing (i.e., patient care and closely related matters). Articles written on assignment by nurses and health professionals chosen for expert knowledge. Manuscripts are previewed and pretested for accuracy and usability by members of the 44 member Editorial and Advisory Boards. Articles are heavily edited for conciseness and readability; profusely illustrated to make technical content palatable. Regular Departments include: Nursing Grand Rounds, Product News for Nurses, Human Problems in Nursing, Drug Update and Consultation.

Member: BPA

Primary SRDS Classification No. 102

RN

Medical Economics Company, Inc.
680 Kinderkamack Road
Oradell, NJ 07649
(201) 262-3030
Year founded: 1937
Published: Monthly

Publisher: Robert K. Hopkins Jr.
Advertising Director: Alan R. Collander
Other key contacts: George F. Reber, Recruitment & Retention Manager

Editorial Description: RN contains articles for registered nurses in various specialties, particularly those technologically oriented career nurses who work in hospitals or in hospital-affiliated facilities. Each issue includes drug updates, news items, and feature articles on nursing procedures, clinical techniques, and a wide range of professional, legal, and career problems. Subject matter is three-quarters clinical, one-quarter professional, with emphasis on current events and latest developments. Special editorial features: RN Continuing Education Curriculum, Letters, Professional Update, Legally Speaking, Advice of Counsel, Sound Off!, Taking Charge, Patient's Advocate, Nutritionist on Call, New Products, Consult Stat, What's New in Drugs, and Clinical Highlights.

Member: BPA

Primary SRDS Classification No. 102

Retail Management

Market Highlights

CIRCULATION:

FOUR-BOOK EXIT REDUCES TOTAL CIRC

Four books exit and only one book joins, reducing market's total circulation. However, new entry *Computer Retail News* keeps that slice thin with its circulation of 38,906. *National Home Center News* tops overall circ gains, up 5%, and biggest circ book, *Drug Topics* took second in growth, up 2%. *NHCN* also took a distant first among the seven titles with sub circ growth, boosting subscriptions 38.9%. Tops in subscriptions is *Supermarket News*, whose 54,225 average circ is entirely sub circ.

AD PAGES:

MARKET MANAGES WHOLESALE AD INCREASE

Market magazines average a 4.3% increase in ad pages. Negative performances by three books eat into the otherwise healthy market gain. *HFD* still ranks as the biggest in total ad pages (3,501), but *Computer Retail News* (3,475) is gaining. Biggest gains go to two books in the 1,000-plus page category, number one *National Home Center News*, up 27%, and number two *Building Supply & Home Centers*, up 18.4%

REVENUE:

FIVE BOOKS NET DOUBLE-DIGIT GAINS

Five books net double-digit revenue gains. *National Home Center News* steals the show in '84, topping all revenue measurements: first in ad revenue gains and increases in total revenue (up 42.3%), and number one in sub revenue growth, up 38.7%. *Building Supply and Home Centers* and *Gifts & Decorating Accessories* repeat their '83 double-digit performances and come in numbers two and three in ad/total revenue increases vs. '83.

RETAIL MANAGEMENT

Ad Pages

1	HFD	3,501
2	Computer Retail News	3,475
3	Gifts & Decor. Access.	2,531
4	Bldg. Supply & Home Ctrs.	1,713
5	DIY Retailing	1,470
6	Supermarket News	1,375
7	Natl. Home Center News	1,280
8	Progressive Grocer	1,092
9	Discount Store News	1,056
10	Drug Topics	1,015
11	Consumer Electr. Monthly	940
	Total	**19,448**

% Chg. Ad Pages

1984 vs. 1983

		%
1	Natl. Home Center News	27.0
2	Bldg. Supply & Home Ctrs	18.4
3	Gifts & Decor. Access.	9.6
4	Drug Topics	4.5
5	Supermarket News	3.7
6	HFD	2.2
7	Discount Store News	0.5
8	Computer Retail News	ne
9	DIY Retailing	−3.9
10	Progressive Grocer	−6.8
11	Consumer Electr. Monthly	−12.7

Net Chg. Ad Pages

1984 vs. 1983

1	Natl. Home Center News	272
2	Bldg. Supply & Home Ctrs.	266
3	Gifts & Decor. Access.	221
4	HFD	76
5	Supermarket News	49
6	Drug Topics	44
7	Discount Store News	5
8	Computer Retail News	ne
9	DIY Retailing	−60
10	Progressive Grocer	−79
11	Consumer Electr. Monthly	−137
	Total	**657**

Avg. Ad Pages/Copy

1	Gifts & Decor. Access.	211
2	Bldg. Supply & Home Ctrs.	143
3	DIY Retailing	123
4	Consumer Electr. Monthly	78
5	Computer Retail News	77
6	Progressive Grocer	68
7	HFD	66
8	Natl. Home Center News	51
9	Discount Store News	44
10	Drug Topics	44
11	Supermarket News	26

Ad Revenue

		$000
1	HFD	13,823
2	Computer Retail News	11,700
3	Supermarket News	9,937
4	Progressive Grocer	7,333
5	Bldg. Supply & Home Ctrs.	6,826
6	Discount Store News	6,460
7	Gifts & Decor. Access.	6,409
8	Natl. Home Center News	6,221
9	DIY Retailing	5,182
10	Consumer Electr. Monthly	5,063
11	Drug Topics	4,897
	Total	**83,851**

% Chg. Ad Revenue

1984 vs. 1983

		%
1	Natl. Home Center News	42.3
2	Bldg. Supply & Home Ctrs.	25.4
3	Gifts & Decor. Access.	20.6
4	HFD	17.0
5	Drug Topics	12.9
6	Supermarket News	7.7
7	DIY Retailing	6.9
8	Discount Store News	4.7
9	Computer Retail News	ne
10	Progressive Grocer	−1.2
11	Consumer Electr. Monthly	−5.4

Net Chg. Ad Revenue

1984 vs. 1983

		$000
1	HFD	2,012
2	Natl. Home Center News	1,849
3	Bldg. Supply & Home Ctrs.	1,383
4	Gifts & Decor. Access.	1,093
5	Supermarket News	707
6	Drug Topics	558
7	DIY Retailing	334
8	Discount Store News	290
9	Computer Retail News	ne
10	Progressive Grocer	−87
11	Consumer Electr. Monthly	−287
	Total	**7,852**

Avg. Edit. Pgs./Copy

1	Gifts & Decor. Access.	130
2	Bldg. Supply & Home Ctrs.	104
3	DIY Retailing	103
4	Consumer Electr. Monthly	75
5	HFD	66
6	Progressive Grocer	50
7	Drug Topics	43
8	Computer Retail News	32
9	Natl. Home Center News	28
10	Discount Store News	26
11	Supermarket News	22

▶

n/a = not applicable
ne = not estimated

THE MAGNET
The new CBS Magazine Network

REACHING MORE THAN 20 MILLION PASSIONATE CONSUMERS.

☐ ROAD & TRACK ☐ AMERICAN PHOTOGRAPHER ☐ SKIING
☐ FLYING ☐ BOATING ☐ AUDIO ☐ POPULAR PHOTOGRAPHY
☐ CYCLE ☐ CAR & DRIVER ☐ STEREO REVIEW ☐ CYCLE WORLD

RETAIL MANAGEMENT

Continued

Average Circulation

1	Drug Topics	80,240
2	Progressive Grocer	76,290
3	DIY Retailing	66,133
4	Consumer Electr. Monthly	60,263
5	Supermarket News	54,225
6	Computer Retail News	38,906
7	Bldg. Supply & Home Ctrs.	36,279
8	Natl. Home Center News	32,781
9	Gifts & Decor. Access.	32,641
10	HFD	31,705
11	Discount Store News	24,281
	Total	**533,744**

% Chg. Avg. Circ.

	1984 vs. 1983	%
1	Natl. Home Center News	5.0
2	Drug Topics	2.0
3	Bldg. Supply & Home Ctrs.	0.5
4	Progressive Grocer	0.2
5	Computer Retail News	ne
6	Consumer Electr. Monthly	− 0.1
7	Discount Store News	− 0.5
8	DIY Retailing	− 0.9
9	Supermarket News	− 1.1
10	HFD	− 1.2
11	Gifts & Decor. Access.	− 2.6

Net Chg. Avg. Circ.

	1984 vs. 1983	
1	Drug Topics	1,570
2	Natl. Home Center News	1,550
3	Bldg. Supply & Home Ctrs.	192
4	Progressive Grocer	146
5	Computer Retail News	ne
6	Consumer Electr. Monthly	− 78
7	Discount Store News	− 122
8	HFD	− 381
9	DIY Retailing	− 592
10	Supermarket News	− 615
11	Gifts & Decor. Access.	− 871
	Total	**799**

Avg. Total Pgs./Copy

	ad pages + edit. pages	
1	Gifts & Decor. Access.	341
2	Bldg. Supply & Home Ctrs.	247
3	DIY Retailing	225
4	Consumer Electr. Monthly	154
5	HFD	132
6	Progressive Grocer	118
7	Computer Retail News	110
8	Drug Topics	87
9	Natl. Home Center News	80
10	Discount Store News	70
11	Supermarket News	48

Total Revenue

	ad rev. + circ. rev.	$000
1	HFD	14,523
2	Computer Retail News	11,700
3	Supermarket News	10,578
4	Progressive Grocer	7,333
5	Gifts & Decor. Access.	7,181
6	Bldg. Supply & Home Ctrs.	6,826
7	Discount Store News	6,669
8	Natl. Home Center News	6,279
9	DIY Retailing	5,307
10	Consumer Electr. Monthly	5,063
11	Drug Topics	4,918
	Total	**86,377**

% Chg. Total Revenue

	1984 vs. 1983	%
1	Natl. Home Center News	42.3
2	Bldg. Supply & Home Ctrs.	25.4
3	Gifts & Decor. Access.	17.5
4	HFD	16.2
5	Drug Topics	12.9
6	Supermarket News	7.1
7	DIY Retailing	6.7
8	Discount Store News	4.9
9	Computer Retail News	ne
10	Progressive Grocer	− 1.2
11	Consumer Electr. Monthly	− 5.4

Subscription Revenue

		$000
1	Gifts & Decor. Access.	772
2	HFD	700
3	Supermarket News	641
4	Discount Store News	209
5	DIY Retailing	125
6	Natl. Home Center News	58
7	Drug Topics	21
8	Bldg. Supply & Home Ctrs.	0
9	Computer Retail News	0
10	Consumer Electr. Monthly	0
11	Progressive Grocer	0
	Total	**2,526**

% Chg. Sub. Revenue

	1984 vs. 1983	%
1	Natl. Home Center News	38.7
2	Drug Topics	13.0
3	Discount Store News	11.6
4	HFD	1.7
5	Bldg. Supply & Home Ctrs.	n/a
6	Computer Retail News	n/a
7	Consumer Electr. Monthly	n/a
8	Progressive Grocer	n/a
9	DIY Retailing	− 1.0
10	Supermarket News	− 1.2
11	Gifts & Decor. Access.	− 2.9

▶

n/a = not applicable
ne = not estimated

Folio: 400 says it all.
For Gifts & Decorative Accessories

The only business publication serving retailers of gifts and home accessories to achieve a ranking in the FOLIO: 400 is Gifts & Decorative Accessories.

Gifts & Decorative Accessories

Among all retail management publications ranked in the FOLIO: 400, Gifts & Decorative Accessories is:

#1 in total average ad pages per issue
#1 in total average editorial pages per issue
#1 in subscription revenue
#3 in subscription circulation
#3 in gains in ad pages in 1984
#3 in gains in total revenue in 1984

Readers invest far more in Gifts & Decorative Accessories than in any other publication in the gift field because they get far more out of it.

So advertisers do too.

Gifts & Decorative Accessories

A Geyer-McAllister publication • *Publishers of specialized business publications since 1877.*

RETAIL MANAGEMENT

Continued

Avg. Subscrip. Circ.

1	Supermarket News	54,225
2	DIY Retailing	33,788
3	Gifts & Decor. Access.	32,641
4	HFD	31,705
5	Discount Store News	22,391
6	Natl. Home Center News	3,066
7	Drug Topics	632
8	Bldg. Supply & Home Ctrs.	0
9	Computer Retail News	0
10	Consumer Electr. Monthly	0
11	Progressive Grocer	0
	Total	178,448

% Chg. Avg. Sub. Circ.

1984 vs. 1983		%
1	Natl. Home Center News	38.9
2	Drug Topics	1.2
3	Bldg. Supply & Home Ctrs.	n/a
4	Computer Retail News	n/a
5	Consumer Electr. Monthly	n/a
6	Progressive Grocer	n/a
7	Discount Store News	−0.2
8	Supermarket News	−1.1
9	DIY Retailing	−1.2
10	HFD	−1.2
11	Gifts & Decor. Access.	−2.6

Net Chg. Avg. Sub. Circ.

1984 vs. 1983		
1	Natl. Home Center News	859
2	Drug Topics	8
3	Bldg. Supply & Home Ctrs.	n/a
4	Computer Retail News	n/a
5	Consumer Electr. Monthly	n/a
6	Progressive Grocer	n/a
7	Discount Store News	−45
8	HFD	−381
9	DIY Retailing	−417
10	Supermarket News	−615
11	Gifts & Decor. Access.	−871
	Total	−1,462

n/a = not applicable
ne = not estimated

MAGAZINE PROFILES

Building Supply & Home Centers

Cahners Publishing Company
1350 East Touhy
P.O. Box 5080
Des Plaines, IL 60018
(312) 635-8800
Year founded: 1917
Published: Monthly

Publisher: Joseph E. Modaff
Other key contacts: Kevin Gillogly, Marketing Communications Manager

Editorial Description: Building Supply & Home Centers is a merchandising magazine covering the total building supply home center market with information on current trends and proven ideas in the areas of modern marketing, merchandising, sales promotion, advertising, sales training methods, capital equipment and profitable management. Special features include Profile of 500 Giant Retailers, Annual Buyers Guide, Merchandising Awards competition, Retailer of the Year Awards, Idea Retailing, How To Sell More Series.

Member: ABC, BPA
Primary SRDS Classification No. 19

Computer Retail News

CMP Publications, Inc.
600 Community Drive
Manhasset, NY 11030
(516) 365-4600
Year founded: 1982
Published: Weekly

Publisher: Kenneth D. Cron

Editorial Description: Computer Retail News is edited for store owners/managers, vendors, independent resellers/systems houses, dealers, distributors, and mass-merchandisers in the computer retail marketplace. The publication covers merchandising techniques, financing tips, advertising programs, sales techniques, personnel, products, store layout and design, marketing strategies, site selection, competition, trade shows, and new trends.

Member: BPA
Primary SRDS Classification No.: 5A

Consumer Electronics Monthly

CES Publishing Corporation
345 Park Avenue, South
New York, NY 10010
(212) 686-7744
Year founded: 1973
Published: Monthly

Publisher: Michael J. Romano
Advertising Director: Marcia Grand, Associate Publisher

Other key contacts: Jerry Hall, West Coast Advertising Manager

Editorial Description: Consumer Electronics Monthly is edited for independent retailers, mass merchandisers, discount chains, hi-fi, video and computer specialty shops, radio/TV/appliance stores and department stores in the consumer electronics industry who merchandise television, electronic games (hardware and software), audio components, stereo compacts and consoles, radios, tape equipment, telephones, computers (hardware and software), blank tape and prerecorded programming, video hardware, and software, satellite receivers, microwave ovens, electronic typewriters, musical keyboards, accessories, calculators and watches and security systems. The publication is sectionalized as indicated above. Articles are merchandising oriented. New products are covered separately in each section. Statistics are provided regularly. Special features include: Our Man in Japan, Probe, Computer Electronics, Gazette, Bits & Pieces, People, Mystery Shopper.

Member: BPA

Primary SRDS Classification No. 122

Discount Store News

Lebhar-Friedman, Inc.
425 Park Avenue
New York, NY 10022
(212) 371-9400
Year founded: 1961
Published: Semimonthly

Publisher: Fred J. Filer
Advertising Director: John Failla

Other key contacts: Randy Easton, Midwest Sales Manager

Editorial Description: Discount Store News is a national newspaper published for personnel with responsibilities in full-line discount department stores, catalog showrooms and specialty discount chains. News coverage includes companies, people and trends affecting discount operations, specialty discounters and catalog showrooms. Additional editorial emphasis is placed on marketing developments, productivity reports on major merchandise departments, and in-depth industry analyses.

Member: ABC
Primary SRDS Classification No. 35B

DIY Retailing

(formerly Hardware Retailing)

National Retail Hardware Association
770 North High School Road
Indianapolis, IN 46224
(317) 248-1261
Year founded: 1901
Published: Monthly

Publisher: Richard H. Lambert
Other key contacts: Robert C. Vereen, Senior Vice President; John Hammond, Editor

Editorial Description: DIY Retailing is edited as a source of marketing, merchandising and management information. The magazine provides interpretative analysis of local and national marketing trends, conducts original editorial research of product sales, distribution trends, operating data and state and federal legislation affecting the hardware/home center/DIY lumber industry. Regular monthly issues highlight seasonal merchandising opportunities. Special features include Newsmakers, New Market Items, Merchandising Focus, Manufacturer News, Wholesaler News and Washington Outlook.

Member: ABC
Primary SRDS Classification No. 62

Drug Topics

The Newsmagazine for Today's Pharmacies

Medical Economics Company, Inc.
680 Kinderkamack Road
Oradell, NJ 07649
(201) 262-3030
Year founded: 1857
Published: Semimonthly

Publisher: William J. Reynolds
Advertising Director: Kenneth L. Hertzel

Editorial Description: Drug Topics contains news, regular departments, opinion, and feature-length articles on subjects which concern the business of drugstore retailing and the profession of pharmacy. This includes coverage on health-care trends, drugs, new products suitable for drugstores, merchandising techniques, product category analyses, and legislation affecting drugstore operations.

Member: BPA, ABP
Primary SRDS Classification No. 36 ▶

Figures are Folio estimates for the calendar year 1984.

RETAIL MANAGEMENT

Continued

Progressive Grocer

Maclean Hunter Media, Inc.
1351 Washington Boulevard
Stamford, CT 06902
(203) 325-3500
Year founded: 1922
Published: Monthly and special issues

Publisher: Edgar Walzer
Other key contacts: Richard K. Hofler, Executive Vice President, Publications

Editorial Description: Progressive Grocer contains original research and analysis of industry data; special product category reports; tracking of trade and consumer trends; human-interest features; retailer and wholesaler case histories; and review and commentary on developments—in products commerce and the government—as they affect the supermarket trade.

Member: BPA
Primary SRDS Classification No. 61

Supermarket News

Fairchild Publications
7 East 12th Street
New York, NY 10003
(212) 741-4343
Year founded: 1953
Published: Weekly

Publisher: Gene Marks
Advertising Director: Gene Marks
Other key contacts: Floyd Allred, Eastern Advertising Manager; William Zehr, Midwestern Advertising Manager; John Hedges, Western Advertising Manager

Editorial Description: Supermarket News reports news that affects the supermarket industry. It is edited for chain, voluntary and cooperative supermarket executives, middle management, supermarket managers and owners. Weekly sections are: general news, financial news (including stock listings), promotion news, general merchandise/health and beauty aids, perishables, operations and news for store managers.

Member: ABC
Primary SRDS Classification No. 61

Gifts & Decorative Accessories

Geyer-McAllister Publications, Inc.
51 Madison Avenue
New York, NY 10010
(212) 689-4411
Year founded: 1917
Published: Monthly

Publisher: Robert Chiara
Other key contacts: Lawrence Rotondi, National Sales Manager; Lawrence Rivkin, Midwest Sales Manager

Editorial Description: Gifts & Decorative Accessories is edited for buyers in stores featuring gifts, china & glass, lamps & home accessories, greeting cards & social stationery, etc. Regular features include How to Sell Articles, Know your Merchandise, Letter from Europe, Newsfront, Newsfront International, Business Outlook, and Merchandise Highlights, pictorially presented.

Member: ABC
Primary SRDS Classification No. 57

HFD

The Weekly Home Furnishings Newspaper

Fairchild Publications
7 East 12th Street
New York, NY 10003
(212) 741-4000
Year founded: 1931
Published: Weekly

Publisher: David S. Branch
Other key contacts: Market Managers—Milton Astroff, Furniture; Robert Freeman, Electronics; Andrew Lucchesi, Housewares, Media, Licensing; Eric Schneider, Home Textiles; Mark Hertenstein, Major Appliances, Tabletop, Financial

Editorial Description: HFD covers the various segments of the home products industry. It is edited for executives of the larger volume related businesses. Editorial material covers furniture, bedding, decorative accessories, lamps, home electronics (television, audio, calculators, hi-fi), licensing major appliances, housewares, electric housewares, floor coverings, upholstery fabrics, curtains and draperies, domestics, bath shop, hardware/home improvement, tabletop and giftwares.

Member: ABC
Primary SRDS Classification No. 54

National Home Center News

Lebhar-Friedman, Inc.
425 Park Avenue
New York, NY 10022
(212) 371-9400
Year founded: 1975
Published: Biweekly

Publisher: Edward Nessel
Advertising Director: Milton Berwin

Editorial Description: National Home Center News is edited for those responsible for planning, merchandising, and operating chain and independent home centers, and home improvement departments in discount and general merchandise stores. Editorial is also directed to the wholesalers servicing these retail and contractor oriented outlets. Emphasis is placed on in-depth news reporting to executives responsible for the movement of goods to the ultimate consumer and contractor.

Member: ABC, BPA
Primary SRDS Classification No. 19

FOOD SERVICE

Continued from page 329

Nation's Restaurant News (cont.)

ants, schools, universities, hospitals, nursing homes and other health and welfare facilities, hotels and motor hotels with food service, government installations, clubs and other related firms.

Member: ABC
Primary SRDS Classification No. 127

Restaurant Business

Bill Communications, Inc.
633 Third Avenue
New York, NY 10017
(212) 986-4800
Year founded: 1902
Published: 18x per year

Publisher: Jeffrey P. Berlind
Advertising Director: Tom Lenberg, Vice President Sales
Other key contacts: Jess Grossberg, Vice President Marketing

Editorial Description: Restaurant Business is published for those executives of commercial food-service organizations who, regardless of title, have responsibility for any or all decisions relating to the types and uses of food, equipment, supplies and services required to operate their business profitably. Restaurant Business concentrates on ways and means of exploring growth opportunities and increasing productivity through the better use of management's basic resources: manpower, materials, machines, methods, money and markets.

Member: BPA
Primary SRDS Classification No. 127

Restaurant Hospitality

Penton/IPC, Inc.
1111 Chester Avenue
Cleveland, OH 44114
(216) 696-7000
Year founded: 1919
Published: Monthly

Publisher: Dan Ramella
Other key contacts: Jerome Neff, Vice President Publishing; Sheldon Jones, Publishing Director

Editorial Description: Restaurant Hospitality is directed to and edited for executives in the food service industry including independent and chain restaurants, hotels, motels, motor hotels, resorts, clubs, caterers, health care and hospitals, business and industry, school, military and government, etc. 95% staff written, it is editorially designed to create sales and profits for subscribers through articles covering merchandising (food, beverage and operational), equipment, management, furnishings and decor and industry trends.

Member: BPA
Primary SRDS Classification No. 127

Restaurants & Institutions

Cahners Publishing Company
Cahners Plaza
1350 East Touhy Avenue
P.O. Box 5080
Des Plaines, IL 60018
(312) 635-8800
Year founded: 1937
Published: Biweekly

Publisher: Frank J. Sibley
Advertising Director: Barry H. Reese
Other key contacts: Steven D. Mayer, Director of Marketing

Editorial Description: Restaurants & Institutions serves the needs and interests of a large and diverse audience consisting of chain executives, independent restaurateurs and institutional foodservice directors. All segments of the commercial and non-commercial foodservice industry are covered—from fast food to employee feeding. Editorial content includes database departments, new product coverage, emphasis on food and four-color photography throughout the magazine.

Member: ABC, BPA

Primary SRDS Classification No. 127

Figures are Folio estimates for the calendar year 1984.

Telecommunications

Market Highlights

CIRCULATION:

NEW FOLIO:400 MARKET BOASTS STELLER CIRCULATION

New to The FOLIO:400, the seven members of this market increase circulation an average of nearly 6%. Five books have combined controlled/sub circulations, but biggest circ book, *Computerworld* is all subs, and number two big circ title, *MIS Week*, is all controlled. *Data Communications* grows 21.1% in total circulation versus 1983 to lead the market. *MIS Week* has second best growth rate up 8.3%.

AD PAGES:

ALL BOOKS DIAL GAINS, AVERAGE 9% INCREASE

Market books post an average ad page increase versus 1983 of over 9%. *MIS Week* leads in gains, up 16.9%, but only just ahead of *Telephony*, number two in ad growth at plus 16% versus year ago. With only seven books in the market, a substantial number of pages are carried—22,207, placing it fifth among The FOLIO:400 Business Markets.

REVENUE:

BOOKS SWELL COFFERS AN AVERAGE OF 22%

A healthy ad picture and, for some books, strong sub revenues push the average total revenue gains up to 22%. As ad revenue closes in on $110 million, market's total revenue nears $120 million, ranking it fourth among business markets. Big story in sub dollar growth is *Data Communications*, up 25.3%. *Electronics News* (up 37.2%) squeaks ahead of *MIS Week* (up 37%) for top honors in total revenue gains.

TELECOMMUNICATIONS

Ad Pages

1	Computerworld	6,350
2	Electronic News	4,567
3	Telephony	4,181
4	Telephone Eng. & Mgmt.	2,571
5	Data Communications	2,120
6	MIS Week	1,529
7	Communications News	889
	Total	**22,207**

% Chg. Ad Pages

1984 vs. 1983

		%
1	MIS Week	16.9
2	Telephony	16.0
3	Telephone Eng. & Mgmt.	15.1
4	Computerworld	5.6
5	Communications News	5.0
6	Data Communications	4.7
7	Electronic News	3.0

Net Chg. Ad Pages

1984 vs. 1983

1	Telephony	576
2	Telephone Eng. & Mgmt.	338
3	Computerworld	239
4	MIS Week	221
5	Electronic News	132
6	Data Communications	96
7	Communications News	42
	Total	**1,644**

Avg. Ad Pages/Copy

1	Data Communications	141
2	Computerworld	122
3	Telephone Eng. & Mgmt.	107
4	Electronic News	88
5	Telephony	79
6	Communications News	74
7	MIS Week	30

Ad Revenue

		$000
1	Computerworld	50,160
2	Electronic News	25,389
3	MIS Week	8,590
4	Telephony	7,777
5	Data Communications	7,468
6	Communications News	5,706
7	Telephone Eng. & Mgmt.	4,622
	Total	**109,712**

% Chg. Ad Revenue

1984 vs. 1983

		%
1	Electronic News	40.2
2	MIS Week	37.0
3	Telephony	23.6
4	Computerworld	17.1
5	Telephone Eng. & Mgmt.	16.9
6	Data Communications	15.0
7	Communications News	12.2

Net Chg. Ad Revenue

1984 vs. 1983

		$000
1	Computerworld	7,309
2	Electronic News	7,274
3	MIS Week	2,320
4	Telephony	1,486
5	Data Communications	973
6	Telephone Eng. & Mgmt.	669
7	Communications News	622
	Total	**20,653**

Avg. Edit. Pgs./Copy

1	Data Communications	122
2	Communications News	93
3	Telephone Eng. & Mgmt.	65
4	Computerworld	62
5	Electronic News	59
6	Telephony	42
7	MIS Week	30

Average Circulation

1	Computerworld	125,518
2	MIS Week	108,599
3	Electronic News	66,605
4	Communications News	42,294
5	Data Communications	41,046
6	Telephony	37,485
7	Telephone Eng. & Mgmt.	36,556
	Total	**458,103**

% Chg. Avg. Circ.

1984 vs. 1983

		%
1	Data Communications	21.1
2	MIS Week	8.3
3	Telephone Eng. & Mgmt.	5.0
4	Telephony	3.5
5	Computerworld	2.6
6	Electronic News	−0.4
7	Communications News	−1.1

Net Chg. Avg. Circ.

1984 vs. 1983

1	MIS Week	8,349
2	Data Communications	7,141
3	Computerworld	3,185
4	Telephone Eng. & Mgmt.	1,743
5	Telephony	1,265
6	Electronic News	−242
7	Communications News	−453
	Total	**21,006**

Avg. Total Pgs./Copy

ad pages + edit. pages

1	Data Communications	264
2	Computerworld	184
3	Telephone Eng. & Mgmt.	172
4	Communications News	167
5	Electronic News	146
6	Telephony	121
7	MIS Week	60

▶

MAGAZINE PROFILES

Communications News

Harcourt Brace Jovanovich Publications
7500 Old Oak Blvd.
Cleveland, OH 44130
(216) 243-8100
Year founded: 1964
Published: Monthly

Publisher: Bruce Howat
Advertising Director: Dorothy Derpack
Other key contacts: William McRoy, Eastern Advertising Director; Warren Saas, Midwestern Advertising Director

Editorial Description: Communications News contains news of new developments in voice, video and data communications management, equipment and techniques. Annual editorial percentages are: news, 17%; features and case histories, 31%; technical articles, 18%; regular departments (editorials, book reviews, answers to reader questions and letters from readers), 11%; and new products and literature, 23%. Major subject areas covered are: telephone and telegraph, 17%; radio, TV and CATV, 11%; two-way radio, 16%; data communications, 31%; facsimile, 8%; microwave and satellite communications, 11%; communications technology, 6%.

Member: BPA

Primary SRDS Classification No. 142

Computerworld

CW Communications/Inc.
375 Cochituate Road
Framingham, MA 01701
(617) 879-0700
Year founded: 1967
Published: Weekly

Publisher: Donald E. Fagan
Other key contacts: Edward P. Marecki, National Sales Director

Editorial Description: Computerworld includes news about the use of information systems at medium and large professional computer-using organizations; it covers the development of new products and services in the computer field, and also includes news of developments in the computer industry. In a year, the editorial content includes: Software and Services (19%), Communications (17%), Computer Industry News (16%), Systems and Peripherals (15%), Minicomputers and Microcomputers (23%), Editorial, Commentary and Opinion (10%), and Other. Special Features include monthly Supplements and weekly In-Depth Reports on important current topics, columnists, viewpoint articles, editorials, and commentary.

Member: ABC

Primary SRDS Classification No. 5A

Data Communications

McGraw-Hill Information Systems Company—
Computers & Communications Information Group
1221 Avenue of the Americas
New York, NY 10020
(212) 512-2695
Year founded: 1972
Published: Monthly

Publisher: George F. Werner
Other key contacts: Gary J. Beach, Sales Administration Manager

Editorial Description: Data Communications is an international magazine edited for the user and purchaser of data communications equipment. Content is dedicated to the use, planning, design and implementation of information networks, with major articles relating to efficient transmission of data including public communications services, private message switching and computer networking. Feature articles cover basic methodology as well as software, terminals, communications interface equipment, multiplexers and front-end processors, common-carrier facilities, and tariffs and regulations.

Member: ABC

Primary SRDS Classification No. 5A

TELECOMMUNICATIONS

Continued

Total Revenue

ad rev. + circ. rev.	$000
1 Computerworld	55,294
2 Electronic News	27,465
3 MIS Week	8,590
4 Telephony	8,565
5 Data Communications	8,380
6 Communications News	5,978
7 Telephone Eng. & Mgmt.	4,961
Total	**119,233**

% Chg. Total Revenue

1984 vs. 1983	%
1 Electronic News	37.2
2 MIS Week	37.0
3 Telephony	21.8
4 Data Communications	16.0
5 Telephone Eng. & Mgmt.	15.2
6 Computerworld	15.0
7 Communications News	12.3

Subscription Revenue

	$000
1 Computerworld	5,134
2 Electronic News	2,076
3 Data Communications	912
4 Telephony	788
5 Telephone Eng. & Mgmt.	340
6 Communications News	272
7 MIS Week	0
Total	**9,522**

% Chg. Sub. Revenue

1984 vs. 1983	%
1 Data Communications	25.3
2 Communications News	13.9
3 Electronic News	9.5
4 Telephony	6.4
5 MIS Week	n/a
6 Computerworld	−1.5
7 Telephone Eng. & Mgmt.	−4.0

Avg. Subscrip. Circ.

1 Computerworld	125,518
2 Electronic News	66,605
3 Data Communications	36,002
4 Telephony	28,972
5 Telephone Eng. & Mgmt.	15,447
6 Communications News	10,892
7 MIS Week	0
Total	**283,436**

% Chg. Avg. Sub. Circ.

1984 vs. 1983	%
1 Data Communications	18.2
2 Computerworld	2.6
3 Telephony	0.7
4 MIS Week	n/a
5 Electronic News	−0.4
6 Communications News	−4.5
7 Telephone Eng. & Mgmt.	−8.3

Net Chg. Avg. Sub. Circ.

1984 vs. 1983	
1 Data Communications	5,533
2 Computerworld	3,185
3 Telephony	191
4 MIS Week	n/a
5 Electronic News	−242
6 Communications News	−508
7 Telephone Eng. & Mgmt.	−1,390
Total	**6,769**

n/a = not applicable
ne = not estimated

MAGAZINE PROFILES

Electronic News

Fairchild Publications
7 East 12th Street
New York, NY 10003
(212) 741-4320
Year founded: 1958
Published: Weekly

Publisher: Zachary J. Dicker
Other key contacts: Thomas A. Conway, Director of Marketing/Western Sales Manager; James G. McGarry, Eastern Sales Manager; Bernard E. Ventre, New England Sales Manager

Editorial Description: Electronic News is edited for professionals in the electronics and computer industries. Every week its news columns report the technical and business events in the electronics and computer marketplaces—government, industrial, commercial, military and aerospace, consumer, etc. Editorial content covers electronic components, computers and peripheral equipment, instrumentation, communications, materials and production, electronic distribution, and financial news. Special features include: Patterns in Pricing, Contract Awards, Data Topics, Government Closeups, and Off-the-Shelf (distribution).

Member: ABC

Primary SRDS Classification No. 40

MIS Week

Fairchild Publications
7 East 12th Street
New York, NY 10003
(212) 741-6471
Year founded: 1980
Published: Weekly

Publisher: Martin P. Rosenblum
Advertising Director: Randi J. Zemsky

Editorial Description: MIS Week provides the most timely news available on the information systems industry to corporate management, MIS management and MIS professionals involved in planning and purchasing data processing, communications and office automation hardware and software in large corporations and organizations. News topics covered on a weekly basis include information systems, communications, data processing, data communications, micro-computing, networking, software, data bases, government, personnel, and finance. Additionally MIS Week provides its readers with 24 special editorial features per year on such topics as systems and applications software, data communications, telecommunications products and systems, networking, office systems and a broad array of micro computing hardware and software.

Member: BPA

Primary SRDS Classification No. 20

Telephone Engineer & Management

Harcourt Brace Jovanovich Publications
7500 Old Oak Boulevard
Cleveland, OH 44130
(216) 243-8100
Year founded: 1909
Published: Semimonthly

Publisher: Ray H. Smith
Advertising Director: Ray H. Smith

Editorial Description: Telephone Engineer & Management is edited for those in the telecommunications industry responsible for the design, engineering, construction, sale, operation and maintenance of telephone and systems: the operation of telephone and interconnect companies and operation of privately-owned systems. Analysis of a typical year's editorial content shows the following editorial emphasis: Management, 35%; Engineering, Plant and Marketing operations, 65%.

Member: BPA

Primary SRDS Classification No. 142

Telephony

Telephony Publishing Corp.
55 East Jackson Boulevard
Chicago, IL 60604
(312) 922-2435
Year founded: 1901
Published: Weekly

Publisher: Leo Anderson
Advertising Director: Robert J. Wehofer

Editorial Description: Telephony is edited to provide telecommunications professionals with timely information that will help them do their jobs better. Feature articles range from advanced technical articles, through state-of-the-art presentations, to practical field application stories, as well as management-oriented articles covering trends in the industry and administrative techniques. An extensive news section keeps them abreast of important developments in the field.

Member: ABC

Primary SRDS Classification No. 142

The Folio:400 Indexes

Magazine Index

Corporate Index

Consumer Market Index

Business Market Index

Advertiser Index

Can you beat that!

Parents' biggest 9 months ever!

We're on a roll! We're roaring toward eight consecutive years of unprecedented ad page growth.

With September up 26.6%, our 1985 nine month ad page volume is the biggest in Parents' history.

Why does Parents keep growing at this phenomenal rate? Simple. Parents delivers the 18–34 woman/mother market with the need, the desire and the spending power to buy more. For herself as a woman. For her family as a mother.

If you want to reach this exciting market, let your Parents give you a hand.

A unique concentration of young mothers.

Parents

Smart Games
To Play With Your Child

When Your Child Is Home Alone

Exercise During Pregnancy

ADOPTION:
- Private-Adoption Guid
- Raising Adopted Kids
- Birth-Parent Searches

Tantrum-Proofing: How to Help

MAGAZINE INDEX

ABA Journal, The Lawyers Magazine, American Bar Association
1984 Frequency: 12x
Folio:400 Rank: 303
43rd by Sub. Revenue (64)
6th by Average Circulation (68)
20th by Net Chg. Avg. Circ. (69)
7th by Average Sub. Circ. (70)
13th by Net Chg. Avg. Sub. Circ. (71)
19th by Avg. Edit. Pages/Copy (73)
Fastest Growing: Avg. Sub. Circ. (79)
Market: Bus. & Cons. Services (86)

Advertising Age, Crain Comm. Inc.
1984 Frequency: 104x
Folio:400 Rank: 82
7th by Total Revenue (62)
7th by Ad Revenue (63)
14th by Sub. Revenue (64)
15th by Ad Pages (65)
11th by Net. Chg. Ad Revenue (66)
21st by Net Chg. Avg. Circ. (69)
30th by Average Sub. Circ. (70)
8th by Net Chg. Avg. Sub. Circ. (71)
Fastest Growing: Sub. Revenue (76)
Fastest Growing: Avg. Circ. (78)
Fastest Growing: Avg. Sub. Circ. (79)
Market: Marketing (94)

ADWEEK, A/S/M Communications
1984 Frequency: 56x
Folio:400 Rank: 139
21st by Total Revenue (62)
20th by Ad Revenue (63)
32nd by Sub. Revenue (64)
40th by Ad Pages (65)
25th by Net. Chg. Ad Revenue (66)
43rd by Net. Chg. Ad Pages (67)
47th by Net Chg. Avg. Circ. (69)
50th by Average Sub. Circ. (70)
14th by Net Chg. Avg. Sub. Circ. (71)
Fastest Growing: Sub. Revenue (76)
Fastest Growing: Avg. Sub. Circ. (79)
Market: Marketing (94)

Air Conditioning, Heating & Refrigeration News, Business News Publishing Company
1984 Frequency: 52x
Folio:400 Rank: 298
50th by Sub. Revenue (64)
35th by Net Chg. Avg. Sub. Circ. (71)
Fastest Growing: Sub. Revenue (76)
Market: Ind. Prod. & Design Eng. (93)

Air Force Times, The Army Times Publishing Company
1984 Frequency: 53x
Folio:400 Rank: 194
34th by Ad Pages (3)
13th by Avg. Sub. Price (20)

American Artist, Billboard Publications, Inc.
1984 Frequency: 12x
Folio:400 Rank: 373
9th by Net Chg. Ad Pages (5)
Fastest Growing: Ad Pages (26)

American Baby, American Baby, Inc.
1984 Frequency: 12x
Folio:400 Rank: 225
Market: Women's Lifestyles (59)
Market: Women's Service (60)

American Banker, American Banker Inc.
1984 Frequency: 252x
Folio:400 Rank: 126
16th by Total Revenue (62)
48th by Ad Revenue (63)
3rd by Sub. Revenue (64)
32nd by Ad Pages (65)
40th by Net. Chg. Ad Revenue (66)
46th by Net. Chg. Ad Pages (67)
27th by Net Chg. Avg. Sub. Circ. (71)
Fastest Growing: Sub. Revenue (76)
Fastest Growing: Avg. Sub. Circ. (79)
Market: Finance & Investing (91)

American Bar Association Journal, see ABA Journal

American Family Physician, American Academy of Family Physicians
1984 Frequency: 12x
Folio:400 Rank: 281
33rd by Total Revenue (62)
35th by Net. Chg. Ad Pages (67)
43rd by Average Circulation (68)
5th by Avg. Ad Pages/Copy (72)
1st by Avg. Edit. Pages/Copy (73)
Market: Medical (95)

American Health, Fitness of Body and Mind, American Health Partners
1984 Frequency: 9x
Folio:400 Rank: 199
37th by Net Chg. Ad Pages (5)
7th by Net Chg. Avg. Circ. (9)
7th by Net Chg. Avg. Circ. (11)
Fastest Growing: Total Revenue (22)
Fastest Growing: Ad Revenue (23)
Fastest Growing: Sub. Revenue (24)
Fastest Growing: News. Revenue (25)
Fastest Growing: Ad Pages (26)
Fastest Growing: Avg. Circ. (27)
Fastest Growing: Sub. Circ. (28)
Market: Health & Fitness (42)
Market: Lifestyles (46)

American Journal of Nursing, American Journal of Nursing Co.
1984 Frequency: 12x
Folio:400 Rank: 290
11th by Sub. Revenue (64)
10th by Average Circulation (68)
8th by Average Sub. Circ. (70)
50th by Net Chg. Avg. Sub. Circ. (71)
Market: Nursing (97)

The American Legion, The American Legion
1984 Frequency: 12x
Folio:400 Rank: 252
26th by Average Circulation (8)
16th by Average Sub. Circ. (10)
34th by Total Annual Circ. (14)

American Machinist, McGraw-Hill Publications Company
1984 Frequency: 12x
Folio:400 Rank: 361
43rd by Avg. Ad Pages/Copy (72)
42nd by Avg. Edit. Pages/Copy (73)
Market: Metals (96)

American Medical News, American Medical Association
1984 Frequency: 48x
Folio:400 Rank: 206
45th by Total Revenue (62)
37th by Ad Revenue (63)
18th by Net. Chg. Ad Revenue (66)
23rd by Net. Chg. Ad Pages (67)
11th by Average Circulation (68)
14th by Average Sub. Circ. (70)
Fastest Growing: Total Revenue (74)
Fastest Growing: Ad Revenue (75)
Fastest Growing: Ad Pages (77)
Market: Medical (95)

American Photographer, CBS Magazines
1984 Frequency: 12x
Folio:400 Rank: 253
Fastest Growing: Sub. Circ. (28)

Americana, American Magazine, Inc.
1984 Frequency: 6x
Folio:400 Rank: 364
44th by Net Chg. Avg. Circ. (11)
Fastest Growing: Avg. Circ. (27)
Fastest Growing: Sub. Circ. (28)
Market: Home (43)
Market: Lifestyles (46)

AmericanWay, American Airlines, Inc.
1984 Frequency: 12x
Folio:400 Rank: 234
42nd by Ad Pages (Monthlies) (16)
Market: Affluence B (33)
Market: Inflight (45)

Annals of Internal Medicine, American College of Physicians
1984 Frequency: 12x
Folio:400 Rank: 264
15th by Sub. Revenue (64)
29th by Average Sub. Circ. (70)
30th by Net Chg. Avg. Sub. Circ. (71)
12th by Avg. Ad Pages/Copy (72)
2nd by Avg. Edit. Pages/Copy (73)
Market: Medical (95)

AOPA Pilot, The Aircraft Owners & Pilots Association
1984 Frequency: 12x
Folio:400 Rank: 329
20th by Sub. Revenue (64)
13th by Average Circulation (68)
28th by Net Chg. Avg. Circ. (69)
10th by Average Sub. Circ. (70)
9th by Net Chg. Avg. Sub. Circ. (71)
Fastest Growing: Sub. Revenue (76)
Fastest Growing: Avg. Sub. Circ. (79)
Market: Aerospace & Aviation (82)

Architectural Digest, Knapp Communications Corporation
1984 Frequency: 12x
Folio:400 Rank: 42
45th by Ad Revenue (2)
50th by Ad Pages (3)
34th by Subscription Revenue (6)
22nd by Total Revenue (Monthlies) (15)
24th by Ad Pages (Monthlies) (16)
25th by Ad Revenue (Monthlies) (17)
32nd by Avg. Ad Pages/Copy (18)
17th by Avg. Sub. Price (20)
Market: Affluence A (32)
Market: Home (43)

Architectural Record, McGraw-Hill Information Systems Company
1984 Frequency: 14x
Folio:400 Rank: 193
40th by Total Revenue (62)
44th by Ad Revenue (63)
34th by Ad Pages (65)
31st by Net. Chg. Ad Revenue (66)
28th by Net. Chg. Ad Pages (67)
32nd by Average Sub. Circ. (70)
46th by Net Chg. Avg. Sub. Circ. (71)
32nd by Avg. Ad Pages/Copy (72)
30th by Avg. Edit. Pages/Copy (73)
Fastest Growing: Sub. Revenue (76)
Market: Architecture & Building (84)

ARCHITECTURE, Hanley-Wood, Inc.
1984 Frequency: 12x
Folio:400 Rank: 379
45th by Average Sub. Circ. (70)
44th by Avg. Edit. Pages/Copy (73)
Business Newcomers (80)
Market: Architecture & Building (84)

Arizona Highways, State of Arizona, Department of Transportation
1984 Frequency: 12x
Folio:400 Rank: 344
28th by Net Chg. Avg. News. Circ. (13)
Fastest Growing: News. Circ. (29)
Market: City & Regional (38)

Army Times, The Army Times Publishing Company
1984 Frequency: 53x
Folio:400 Rank: 171
39th by Ad Pages (3)
14th by Avg. Sub. Price (20)
Fastest Growing: Avg. Circ. (27)

The Atlantic, The Atlantic Monthly Co.
1984 Frequency: 12x
Folio:400 Rank: 179
Market: General Interest (41)

Audio, CBS Magazines
1984 Frequency: 12x
Folio:400 Rank: 322
16th by Net Chg. Ad Pages (5)
48th by Net Chg. Avg. News. Circ. (13)
Fastest Growing: Total Revenue (22)
Fastest Growing: Ad Revenue (23)
Fastest Growing: Ad Pages (26)
Market: Home Entertainment (44)

Audubon, The National Audubon Society
1984 Frequency: 6x
Folio:400 Rank: 293
33rd by Avg. Edit. Pages/Copy (19)
Market: Science & Nature (53)

Automotive News, Crain Comm. Inc.
1984 Frequency: 54x
Folio:400 Rank: 181
34th by Total Revenue (62)
40th by Ad Revenue (63)
26th by Sub. Revenue (64)
38th by Ad Pages (65)
40th by Average Sub. Circ. (70)
22nd by Net Chg. Avg. Sub. Circ. (71)
Market: Automotive Industry (85)

AutoWeek, Crain Communications Inc.
1984 Frequency: 52x
Folio:400 Rank: 255
48th by Avg. Sub. Price (20) ▶

(Numbers in parentheses refer to sections)

MAGAZINE INDEX

  - Fastest Growing: News. Revenue (25)
  - Fastest Growing: Avg. Circ. (27)
  - Fastest Growing: News. Circ. (29)
  - Market: Automotive (34)

- **Aviation Week & Space Technology**, McGraw-Hill Publications Company
  - 1984 Frequency: 52x
  - Folio:400 Rank: 79
  - 4th by Total Revenue (62)
  - 9th by Ad Revenue (63)
  - 6th by Sub. Revenue (64)
  - 16th by Ad Pages (65)
  - 9th by Net. Chg. Ad Revenue (66)
  - 14th by Net. Chg. Ad Pages (67)
  - 36th by Average Circulation (68)
  - 21st by Average Sub. Circ. (70)
  - Market: Aerospace & Aviation (82)

- **Bakery Production & Marketing**, Gorman Publishing Company
  - 1984 Frequency: 13x
  - Folio:400 Rank: 343
  - 44th by Ad Pages (65)
  - 9th by Avg. Ad Pages/Copy (72)
  - 15th by Avg. Edit. Pages/Copy (73)
  - Market: Food Service (92)

- **Barron's, National Business and Financial Weekly**, Dow Jones & Co.
  - 1984 Frequency: 53x
  - Folio:400 Rank: 60
  - 22nd by Ad Pages (3)
  - 49th by Newsstand Revenue (7)
  - 3rd by Avg. Sub. Price (20)
  - 35th by Annual Newsstand Sales (21)
  - Market: Personal Finance & Mgmt (52)
  - Market: Finance & Investing (91)

- **Bassmaster Magazine**, B.A.S.S. Pubs.
  - 1984 Frequency: 8x
  - Folio:400 Rank: 263
  - Market: Outdoor (51)
  - Market: Sports (54)

- **Better Homes and Gardens**, Meredith Corporation
  - 1984 Frequency: 12x
  - Folio:400 Rank: 10
  - 10th by Ad Revenue (2)
  - 9th by Net Chg. Ad Revenue (4)
  - 45 by Net Chg. Ad Pages (5)
  - 7th by Subscription Revenue (6)
  - 45 by Newsstand Revenue (7)
  - 7th by Average Circulation (8)
  - 5th by Average Sub. Circ. (10)
  - 24th by Avg. Newsstand Circ. (12)
  - 15th by Total Annual Circ. (14)
  - 3rd by Total Revenue (Monthlies) (15)
  - 29th by Ad Pages (Monthlies) (16)
  - 2nd by Ad Revenue (Monthlies) (17)
  - 37th by Avg. Ad Pages/Copy (18)
  - 31st by Annual Newsstand Sales (21)
  - Fastest Growing: Sub. Revenue (24)
  - Fastest Growing: News. Circ. (29)
  - Market: Home (43)
  - Market: Women's Service (60)

- **Better Living**, Humdinger Publications
  - 1984 Frequency: 4x
  - Folio:400 Rank: 353
  - 44th by Average Sub. Circ. (10)
  - Consumer Newcomers (30)
  - Market: General Interest (41)
  - Market: Lifestyles (46)

- **Bicycling**, Rodale Press, Inc.
  - 1984 Frequency: 9x
  - Folio:400 Rank: 249
  - 27th by Net Chg Avg. News. Circ. (13)
  - 47th by Avg. Ad Pages/Copy (18)
  - Fastest Growing: Ad Revenue (23)
  - Market: Lifestyles (46)
  - Market: Sports (54)

- **Billboard**, Billboard Publications, Inc.
  - 1984 Frequency: 51x
  - Folio:400 Rank: 170
  - 30th by Total Revenue (62)
  - 12th by Sub. Revenue (64)
  - 31st by Net Chg. Avg. Circ. (69)
  - 25th by Net Chg. Avg. Sub. Circ. (71)
  - Fastest Growing: Sub. Revenue (76)
  - Fastest Growing: Avg. Circ. (78)
  - Fastest Growing: Avg. Sub. Circ. (79)

- **Black Enterprise**, Earl G. Graves Publishing Company, Inc.
  - 1984 Frequency: 12x
  - Folio:400 Rank: 215
  - Market: Black (35)
  - Market: Business & Financial (37)

- **Blair & Ketchum's Country Journal**, see Country Journal, Blair & Ketchum's

- **The Blood-Horse**, Thoroughbred Owners and Breeders Assoc., Inc.
  - 1984 Frequency: 52x
  - Folio:400 Rank: 282
  - 1st by Ad Pages (3)
  - 30th by Avg. Ad Pages/Copy (18)
  - 34th by Avg. Edit. Pages/Copy (19)
  - 1st by Avg. Sub. Price (20)
  - Fastest Growing: Avg. Circ. (27)
  - Market: Lifestyles (46)

- **Boating**, CBS Magazines
  - 1984 Frequency: 12x
  - Folio:400 Rank: 157
  - 18th by Net Chg. Ad Pages (5)
  - 26th by Ad Pages (Monthlies) (16)
  - 33rd by Avg. Ad Pages/Copy (18)
  - Fastest Growing: Ad Pages (26)
  - Market: Lifestyles (46)
  - Market: Sports (54)

- **Bon Appetit**, Bon Appetit Publishing Corp.
  - 1984 Frequency: 12x
  - Folio:400 Rank: 59
  - 50th by Net Chg. Ad Revenue (4)
  - 43rd by Subscription Revenue (6)
  - 41st by Average Sub. Circ. (10)
  - 35th by Total Revenue (Monthlies) (15)
  - 35th by Ad Revenue (Monthlies) (17)
  - Fastest Growing: Sub. Circ. (28)
  - Market: Affluence A (32)
  - Market: Culinary (40)

- **Boston Magazine**, Metrocorp
  - 1984 Frequency: 12x
  - Folio:400 Rank: 270
  - 36th by Ad Pages (3)
  - 25th by Net Chg. Ad Pages (5)
  - 46th by Net Chg. Avg. News. Circ. (13)
  - 14th by Ad Pages (Monthlies) (16)
  - 19th by Avg. Ad Pages/Copy (18)
  - 39th by Avg. Edit. Pages/Copy (19)
  - Fastest Growing: Avg. Circ. (27)
  - Fastest Growing: News. Circ. (29)
  - Market: Affluence B (33)
  - Market: City & Regional (38)

- **Boys' Life**, Boy Scouts of America, Inc.
  - 1984 Frequency: 12x
  - Folio:400 Rank: 219
  - 49th by Average Circulation (8)
  - 29 by Average Sub. Circ. (10)
  - Market: Youth & Teen (61)

- **Bride's**, The Conde Nast Pubs. Inc.
  - 1984 Frequency: 6x
  - Folio:400 Rank: 83
  - 30th by Ad Pages (3)
  - 40th by Avg. Newsstand Circ. (12)
  - 25th by Net Chg. Avg. News. Circ. (13)
  - 2nd by Avg. Ad Pages/Copy (18)
  - 4th by Avg. Edit. Pages/Copy (19)
  - Fastest Growing: News. Circ. (29)
  - Market: Bridal (36)

- **BUILDER**, Hanley-Wood, Inc.
  - 1984 Frequency: 12x
  - Folio:400 Rank: 217
  - 49th by Total Revenue (62)
  - 23rd by Sub. Revenue (64)
  - 19th by Net. Chg. Ad Revenue (66)
  - 19th by Net. Chg. Ad Pages (67)
  - 22nd by Average Circulation (68)
  - 34th by Net Chg. Avg. Circ. (69)
  - 18th by Average Sub. Circ. (70)
  - 7th by Net Chg. Avg. Sub. Circ. (71)
  - 49th by Avg. Edit. Pages/Copy (73)
  - Fastest Growing: Total Revenue (74)
  - Fastest Growing: Ad Revenue (75)
  - Fastest Growing: Ad Pages (77)
  - Fastest Growing: Avg. Sub. Circ. (79)
  - Market: Architecture & Building (84)

- **Building Design & Construction**, Cahners Publishing Company
  - 1984 Frequency: 12x
  - Folio:400 Rank: 370
  - 26th by Net Chg. Avg. Circ. (69)
  - Fastest Growing: Avg. Circ. (78)
  - Market: Architecture & Building (84)

- **Building Supply & Home Centers**, Cahners Publishing Company
  - 1984 Frequency: 12x
  - Folio:400 Rank: 319
  - 43rd by Net. Chg. Ad Revenue (66)
  - 29th by Net. Chg. Ad Pages (67)
  - 23rd by Avg. Ad Pages/Copy (72)
  - 22nd by Avg. Edit. Pages/Copy (73)
  - Fastest Growing: Total Revenue (74)
  - Fastest Growing: Ad Revenue (75)
  - Fastest Growing: Ad Pages (77)
  - Market: Retail Management (98)

- **Business and Commercial Aviation**, Murdoch Magazines
  - 1984 Frequency: 12x
  - Folio:400 Rank: 267
  - 36th by Avg. Edit. Pages/Copy (73)
  - Market: Aerospace & Aviation (82)

- **Business Computer Systems**, Cahners Publishing Company
  - 1984 Frequency: 12x
  - Folio:400 Rank: 345
  - 40th by Avg. Edit. Pages/Copy (73)
  - Business Newcomers (80)
  - Market: Data Management (88)

- **Business Insurance**, Crain Comm. Inc.
  - 1984 Frequency: 52x
  - Folio:400 Rank: 289
  - 44th by Sub. Revenue (64)
  - 43rd by Net Chg. Avg. Circ. (69)
  - 21st by Net Chg. Avg. Sub. Circ. (71)
  - Fastest Growing: Sub. Revenue (76)
  - Fastest Growing: Avg. Circ. (78)
  - Fastest Growing: Avg. Sub. Circ. (79)
  - Market: Bus. & Cons. Services (86)

- **BusinessWeek**, McGraw-Hill Publications Company
  - 1984 Frequency: 52x
  - Folio:400 Rank: 9
  - 6th by Ad Revenue (2)
  - 3rd by Ad Pages (3)
  - 5th by Net Chg. Ad Revenue (4)
  - 10th by Net Chg. Ad Pages (5)
  - 19th by Subscription Revenue (6)
  - 26th by Total Annual Circ. (14)
  - 11th by Avg. Sub. Price (20)
  - Market: Affluence A (32)
  - Market: Business & Financial (37)

- **BYTE, The Small Systems Journal**, McGraw-Hill Information Systems Co., Computer & Communications Information Group
  - 1984 Frequency: 13x
  - Folio:400 Rank: 57
  - 41st by Ad Revenue (2)
  - 7th by Ad Pages (3)
  - 49th by Net Chg. Ad Revenue (4)
  - 3rd by Avg. Ad Pages/Copy (18)
  - 2nd by Avg. Edit. Pages/Copy (19)
  - Fastest Growing: News. Revenue (25)
  - Market: Computing (39)

- **California Business**, California News, Inc.
  - 1984 Frequency: 12x
  - Folio:400 Rank: 371
  - Consumer Newcomers (30)
  - Market: Business & Financial (37)
  - Market: City & Regional (38)

- **California Magazine**, California Magazine, Ltd.
  - 1984 Frequency: 12x
  - Folio:400 Rank: 222
  - Fastest Growing: Ad Pages (26)
  - Market: City & Regional (38)

- **Car and Driver**, CBS Magazines
  - 1984 Frequency: 12x
  - Folio:400 Rank: 61
  - 47th by Ad Revenue (2)
  - 44th by Net Chg. Ad Revenue (4)
  - 42nd by Net Chg. Avg. Circ. (9)
  - 41st by Net Chg. Avg. Circ. (11)
  - 36th by Total Revenue (Monthlies) (15)
  - 27th by Ad Revenue (Monthlies) (17)
  - Fastest Growing: Sub. Revenue (24)
  - Fastest Growing: News. Revenue (25)
  - Fastest Growing: News. Circ. (29)
  - Market: Automotive (34)

- **Car Craft**, Petersen Publishing Co.
  - 1984 Frequency: 12x
  - Folio:400 Rank: 189
  - Market: Automotive (34)

Changing Times, The Kiplinger Washington Editors, Inc.
1984 Frequency: 12x
Folio:400 Rank: 85
39th by Subscription Revenue (6)
50th by Average Circulation (8)
32nd by Average Sub. Circ. (10)
48th by Total Revenue (Monthlies) (15)
Market: Affluence A (32)
Market: Personal Finance & Mgmt (52)

Chemical & Engineering News, American Chemical Society
1984 Frequency: 51x
Folio:400 Rank: 246
25th by Sub. Revenue (64)
42nd by Net. Chg. Ad Revenue (66)
26th by Net. Chg. Ad Pages (67)
41st by Average Circulation (68)
22nd by Average Sub. Circ. (70)
24th by Net Chg. Avg. Sub. Circ. (71)
Fastest Growing: Ad Revenue (75)
Fastest Growing: Sub. Revenue (76)
Fastest Growing: Ad Pages (77)
Fastest Growing: Avg. Sub. Circ. (79)
Market: Chemicals (87)

Chemical Engineering, McGraw-Hill Publications Company
1984 Frequency: 26x
Folio:400 Rank: 196
41st by Total Revenue (62)
39th by Ad Revenue (63)
35th by Sub. Revenue (64)
36th by Ad Pages (65)
32nd by Net. Chg. Ad Pages (67)
37th by Average Sub. Circ. (70)
Market: Chemicals (87)

Chemical Equipment, Gordon Publications Inc.
1984 Frequency: 12x
Folio:400 Rank: 336
Fastest Growing: Total Revenue (74)
Market: Chemicals (87)

Chemical Marketing Reporter, Schnell Publishing Company, Inc.
1984 Frequency: 53x
Folio:400 Rank: 378
49th by Ad Pages (65)
37th by Net Chg. Avg. Sub. Circ. (71)
Fastest Growing: Avg. Sub. Circ. (79)
Market: Chemicals (87)

Chemical Processing, Putman Publishing Company
1984 Frequency: 14x
Folio:400 Rank: 367
Market: Chemicals (87)

Chemical Week, McGraw-Hill Publications Company
1984 Frequency: 51x
Folio:400 Rank: 250
41st by Sub. Revenue (64)
47th by Average Sub. Circ. (70)
Fastest Growing: Sub. Revenue (76)
Market: Chemicals (87)

Cheri, Drake Publishers, Inc.
1984 Frequency: 14x
Folio:400 Rank: 143
25th by Newsstand Revenue (7)
39th by Avg. Newsstand Circ. (12)
42nd by Annual Newsstand Sales (21)
Fastest Growing: News. Revenue (25)

Chicago, WFMT, Inc.
1984 Frequency: 12x
Folio:400 Rank: 173
41st by Ad Pages (3)
17th by Ad Pages (Monthlies) (16)
22nd by Avg. Ad Pages/Copy (18)
23rd by Avg. Edit. Pages/Copy (19)
Fastest Growing: Sub. Revenue (24)
Market: Affluence B (33)
Market: City & Regional (38)

Christianity Today, Christianity Today, Inc.
1984 Frequency: 18x
Folio:400 Rank: 365
Fastest Growing: Total Revenue (22)
Fastest Growing: Ad Revenue (23)
Fastest Growing: Ad Pages (26)
Fastest Growing: News. Circ. (29)

The Chronicle of Higher Education, The Chronicle of Higher Education, Inc.
1984 Frequency: 48x
Folio:400 Rank: 251
22nd by Sub. Revenue (64)
42nd by Ad Pages (65)
32nd by Net. Chg. Ad Revenue (66)
17th by Net. Chg. Ad Pages (67)
33rd by Average Sub. Circ. (70)
41st by Net Chg. Avg. Sub. Circ. (71)
Fastest Growing: Total Revenue (74)
Fastest Growing: Ad Revenue (75)
Fastest Growing: Ad Pages (77)
Market: Education (89)

Circus Magazine, Circus Enterprises Corporation
1984 Frequency: 12x
Folio:400 Rank: 203
47th by Net Chg. Ad Pages (5)
43rd by Newsstand Revenue (7)
11th by Net Chg. Avg. Circ. (9)
33rd by Avg. Newsstand Circ. (12)
2nd by Net Chg. Avg. News. Circ. (13)
41st by Annual Newsstand Sales (21)
Fastest Growing: Total Revenue (22)
Fastest Growing: Ad Revenue (23)
Fastest Growing: News. Revenue (25)
Fastest Growing: Ad Pages (26)
Fastest Growing: Avg. Circ. (27)
Fastest Growing: News. Circ. (29)
Market: Youth & Teen (61)

Club, Fiona Press, Inc.
1984 Frequency: 12x
Folio:400 Rank: 114
17th by Newsstand Revenue (7)
28th by Avg. Newsstand Circ. (12)
27th by Avg. Sub. Price (20)
37th by Annual Newsstand Sales (21)
Fastest Growing: News. Circ. (29)

Club International, Fiona Press, Inc.
1984 Frequency: 12x
Folio:400 Rank: 273
26th by Avg. Sub. Price (20)

Colonial Homes, Hearst Magazines
1984 Frequency: 6x
Folio:400 Rank: 156
14th by Net Chg. Avg. News. Circ. (13)
37th by Avg. Edit. Pages/Copy (19)
Fastest Growing: News. Revenue (25)
Fastest Growing: News. Circ. (29)
Market: Affluence A (32)
Market: Home (43)

Communications News, Harcourt Brace Jovanovich Publications
1984 Frequency: 12x
Folio:400 Rank: 351
44th by Net Chg. Avg. Sub. Circ. (71)
33rd by Avg. Edit. Pages/Copy (73)
Fastest Growing: Sub. Revenue (76)
Market: Data Management (88)
Market: Telecommunications (99)

COMPUTE!, COMPUTE! Publications, Inc.
1984 Frequency: 12x
Folio:400 Rank: 149
21st by Net Chg. Avg. Circ. (9)
25th by Net Chg. Avg. Circ. (11)
19th by Net Chg. Avg. News. Circ. (13)
47th by Avg. Edit. Pages/Copy (19)
Fastest Growing: Total Revenue (22)
Fastest Growing: Ad Revenue (23)
Fastest Growing: Sub. Revenue (24)
Fastest Growing: News. Revenue (25)
Fastest Growing: Avg. Circ. (27)
Fastest Growing: Sub. Circ. (28)
Fastest Growing: News. Circ. (29)
Market: Computing (39)

COMPUTE!'s Gazette, COMPUTE! Publications, Inc.
1984 Frequency: 12x
Folio:400 Rank: 212
50th by Avg. Edit. Pages/Copy (19)
49th by Avg. Sub. Price (20)
Consumer Newcomers (30)
Market: Computing (39)

Computer Decisions, Hayden Publishing Company, Inc.
1984 Frequency: 16x
Folio:400 Rank: 185
37th by Total Revenue (62)
28th by Ad Revenue (63)
50th by Ad Pages (65)
17th by Net. Chg. Ad Revenue (66)
25th by Average Circulation (68)
2nd by Net Chg. Avg. Circ. (69)
33rd by Avg. Ad Pages/Copy (72)
21st by Avg. Edit. Pages/Copy (73)
Fastest Growing: Total Revenue (74)
Fastest Growing: Ad Revenue (75)
Fastest Growing: Avg. Circ. (78)
Market: Data Management (88)

Computer Design, PennWell Publ. Co.
1984 Frequency: 14x
Folio:400 Rank: 227
50th by Total Revenue (62)
41st by Ad Revenue (63)
39th by Ad Pages (65)
49th by Net. Chg. Ad Revenue (66)
45th by Net Chg. Avg. Circ. (69)
11th by Avg. Ad Pages/Copy (72)
18th by Avg. Edit. Pages/Copy (73)
Market: Data Management (88)

Computer Retail News, CMP Pubs., Inc.
1984 Frequency: 45x
Folio:400 Rank: 207
46th by Total Revenue (62)
35th by Ad Revenue (63)
21st by Ad Pages (65)
Business Newcomers (80)
Market: Data Management (88)

Computer Systems News, CMP Pubs Inc.
1984 Frequency: 48x
Folio:400 Rank: 165
28th by Total Revenue (62)
21st by Ad Revenue (63)
24th by Ad Pages (65)
8th by Net. Chg. Ad Revenue (66)
8th by Net. Chg. Ad Pages (67)
30th by Net Chg. Avg. Circ. (69)
Fastest Growing: Total Revenue (74)
Fastest Growing: Ad Revenue (75)
Fastest Growing: Ad Pages (77)
Fastest Growing: Avg. Circ. (78)
Market: Data Management (88)

Computerworld, CW Communications/Inc.
1984 Frequency: 52x
Folio:400 Rank: 37
1st by Total Revenue (62)
1st by Ad Revenue (63)
8th by Sub. Revenue (64)
3rd by Ad Pages (65)
2nd by Net. Chg. Ad Revenue (66)
20th by Net. Chg. Ad Pages (67)
44th by Average Circulation (68)
33rd by Net Chg. Avg. Circ. (69)
23rd by Average Sub. Circ. (70)
12th by Net Chg. Avg. Sub. Circ. (71)
39th by Avg. Ad Pages/Copy (72)
Market: Data Management (88)
Market: Telecommunications (99)

Connoisseur, Hearst Magazines
1984 Frequency: 12x
Folio:400 Rank: 268
Consumer Newcomers (30)
Market: Affluence B (33)
Market: General Interest (41)

Consultant, Cliggott Publishing Co.
1984 Frequency: 12x
Folio:400 Rank: 335
49th by Average Circulation (68)
18th by Avg. Ad Pages/Copy (72)
14th by Avg. Edit. Pages/Copy (73)
Market: Medical (95)

Consumer Electronics, see Consumer Electronics Monthly

Consumer Electronics Monthly, (formerly Consumer Electronics), CES Publishing Corporation
1984 Frequency: 12x
Folio:400 Rank: 384
Market: Retail Management (98)

Consumer Reports, Consumers Union
1984 Frequency: 12x
Folio:400 Rank: 46
13th by Subscription Revenue (6)
20th by Average Circulation (8)
4th by Net Chg. Avg. Circ. (9)
12th by Average Sub. Circ. (10)
6th by Net Chg. Avg. Circ. (11)
9th by Net Chg. Avg. News. Circ. (13)
29th by Total Annual Circ. (14) ▶

- 25th by Total Revenue (Monthlies) (15)
- Fastest Growing: Sub. Revenue (24)
- Fastest Growing: News. Revenue (25)
- Fastest Growing: Avg. Circ. (27)
- Fastest Growing: Sub. Circ. (28)
- Fastest Growing: News. Circ. (29)
- Market: Personal Finance & Mgmt (52)

Consumers Digest, Consumers Digest, Inc.
- 1984 Frequency: 6x
- Folio:400 Rank: 224
- 20th by Net Chg. Avg. Circ. (9)
- 46th by Average Sub. Circ. (10)
- 17th by Net Chg. Avg. Circ. (11)
- 38th by Net Chg. Avg. News. Circ. (13)
- Fastest Growing: Ad Revenue (23)
- Fastest Growing: Sub. Revenue (24)
- Fastest Growing: Avg. Circ. (27)
- Fastest Growing: Sub. Circ. (28)
- Market: Personal Finance & Mgmt (52)

Control Engineering, Technical Publishing Company
- 1984 Frequency: 13x
- Folio:400 Rank: 313
- 45th by Net. Chg. Ad Revenue (66)
- 24th by Net. Chg. Ad Pages (67)
- 22nd by Net Chg. Avg. Circ. (69)
- 29th by Avg. Ad Pages/Copy (72)
- Fastest Growing: Total Revenue (74)
- Fastest Growing: Ad Revenue (75)
- Fastest Growing: Ad Pages (77)
- Fastest Growing: Avg. Circ. (78)
- Market: Electronics (90)
- Market: Ind. Prod. & Design Eng. (93)

Cosmopolitan, Hearst Magazines
- 1984 Frequency: 12x
- Folio:400 Rank: 17
- 17th by Ad Revenue (2)
- 20th by Ad Pages (3)
- 13th by Net Chg. Ad Revenue (4)
- 9th by Newsstand Revenue (7)
- 23rd by Average Circulation (8)
- 40th by Net Chg. Avg. Circ. (11)
- 7th by Avg. Newsstand Circ. (12)
- 31st by Total Annual Circ. (14)
- 7th by Total Revenue (Monthlies) (15)
- 4th by Ad Pages (Monthlies) (16)
- 4th by Ad Revenue (Monthlies) (17)
- 8th by Avg. Ad Pages/Copy (18)
- 22nd by Avg. Edit. Pages/Copy (19)
- 10th by Annual Newsstand Sales (21)
- Fastest Growing: Sub. Revenue (24)
- Fastest Growing: News. Revenue (25)
- Fastest Growing: Sub. Circ. (28)
- Market: Women-in-Business (57)
- Market: Women's Lifestyles (59)

Country Journal, Blair & Ketchum's, Historical Times, Inc.
- 1984 Frequency: 11x
- Folio:400 Rank: 325
- Market: Home (43)
- Market: Lifestyles (46)

Country Living, Hearst Magazines
- 1984 Frequency: 12x
- Folio:400 Rank: 65
- 28th by Net Chg. Ad Revenue (4)
- 33rd by Net Chg. Ad Pages (5)
- 41st by Newsstand Revenue (7)
- 3rd by Net Chg. Avg. Circ. (9)
- 5th by Net Chg. Avg. Circ. (11)
- 30th by Avg. Newsstand Circ. (12)
- 5th by Net Chg. Avg. News. Circ. (13)
- 39th by Total Revenue (Monthlies) (15)
- 49th by Ad Revenue (Monthlies) (17)
- 39th by Annual Newsstand Sales (21)
- Fastest Growing: Total Revenue (22)
- Fastest Growing: Ad Revenue (23)
- Fastest Growing: Sub. Revenue (24)
- Fastest Growing: News. Revenue (25)
- Fastest Growing: Ad Pages (26)
- Fastest Growing: Avg. Circ. (27)
- Fastest Growing: Sub. Circ. (28)
- Fastest Growing: News. Circ. (29)
- Market: Home (43)
- Market: Women's Service (60)

Crafts Magazine, PJS Publications, Inc.
- 1984 Frequency: 12x
- Folio:400 Rank: 242
- 50th by Net Chg. Ad Pages (5)
- 15th by Net Chg. Avg. Circ. (9)
- 26th by Net Chg. Avg. Circ. (11)
- 11th by Net Chg. Avg. News. Circ. (13)
- Fastest Growing: Total Revenue (22)
- Fastest Growing: Ad Revenue (23)
- Fastest Growing: Sub. Revenue (24)
- Fastest Growing: News. Revenue (25)
- Fastest Growing: Ad Pages (26)
- Fastest Growing: Avg. Circ. (27)
- Fastest Growing: Sub. Circ. (28)
- Fastest Growing: News. Circ. (29)
- Market: Women's Service (60)

Crain's Chicago Business, Crain Communications Inc.
- 1984 Frequency: 52x
- Folio:400 Rank: 258
- 48th by Ad Pages (3)
- 20th by Avg. Sub. Price (20)
- Fastest Growing: News. Revenue (25)
- Market: Business & Financial (37)
- Market: City & Regional (38)

Creative Computing, Ahl Computing, Inc.
- 1984 Frequency: 12x
- Folio:400 Rank: 163
- 32nd by Ad Pages (Monthlies) (16)
- 41st by Avg. Ad Pages/Copy (18)
- 21st by Avg. Edit. Pages/Copy (19)
- 47th by Avg. Sub. Price (20)
- Fastest Growing: Sub. Revenue (24)
- Market: Computing (39)

Creative Ideas for Living, Southern Progress Corporation
- 1984 Frequency: 12x
- Folio:400 Rank: 190
- 46th by Avg. Edit. Pages/Copy (19)
- Market: Women's Service (60)

Cruising World, Cruising World Publications, Inc.
- 1984 Frequency: 12x
- Folio:400 Rank: 311
- 43rd by Ad Pages (3)
- 18th by Ad Pages (Monthlies) (16)
- 23rd by Avg. Ad Pages/Copy (18)
- Fastest Growing: Ad Revenue (23)
- Market: Lifestyles (46)
- Market: Sports (54)

Cycle, CBS Magazines
- 1984 Frequency: 12x
- Folio:400 Rank: 202
- Market: Automotive (34)

Cycle World, CBS Magazines
- 1984 Frequency: 12x
- Folio:400 Rank: 226
- Market: Automotive (34)

D, Dallas/Fort Worth, Southwest Media Corporation
- 1984 Frequency: 12x
- Folio:400 Rank: 310
- 49th by Ad Pages (3)
- 24th by Net Chg. Ad Pages (5)
- 23rd by Ad Pages (Monthlies) (16)
- 27th by Avg. Ad Pages/Copy (18)
- Fastest Growing: Ad Pages (26)
- Market: Affluence B (33)
- Market: City & Regional (38)

Daily News Record, Fairchild Publications
- 1984 Frequency: 252x
- Folio:400 Rank: 134
- 19th by Total Revenue (62)
- 15th by Ad Revenue (63)
- 48th by Sub. Revenue (64)
- 20th by Ad Pages (65)
- 16th by Net. Chg. Ad Revenue (66)
- 33rd by Net. Chg. Ad Pages (67)
- 34th by Net Chg. Avg. Sub. Circ. (71)
- Market: Apparel (83)

Data Communications, McGraw-Hill Information Systems Company, Computers & Communications Information Group
- 1984 Frequency: 15x
- Folio:400 Rank: 271
- 48th by Ad Pages (65)
- 13th by Net Chg. Avg. Circ. (69)
- 6th by Net Chg. Avg. Sub. Circ. (71)
- 25th by Avg. Ad Pages/Copy (72)
- 12th by Avg. Edit. Pages/Copy (73)
- Fastest Growing: Sub. Revenue (76)
- Fastest Growing: Avg. Circ. (78)
- Fastest Growing: Avg. Sub. Circ. (79)
- Market: Data Management (88)
- Market: Telecommunications (99)

Datamation, Technical Publishing Co.
- 1984 Frequency: 21x
- Folio:400 Rank: 122
- 15th by Total Revenue (62)
- 13th by Ad Revenue (63)
- 25th by Ad Pages (65)
- 13th by Net. Chg. Ad Revenue (66)
- 15th by Net. Chg. Ad Pages (67)
- 34th by Average Circulation (68)
- 4th by Net Chg. Avg. Circ. (69)
- 27th by Avg. Ad Pages/Copy (72)
- 45th by Avg. Edit. Pages/Copy (73)
- Fastest Growing: Ad Pages (77)
- Fastest Growing: Avg. Circ. (78)
- Market: Data Management (88)

Decision, Billy Graham Evangelistic Association
- 1984 Frequency: 12x
- Folio:400 Rank: 243
- 32nd by Average Circulation (8)
- 21st by Average Sub. Circ. (10)
- 41st by Total Annual Circ. (14)
- Fastest Growing: Sub. Revenue (24)

Delta Sky, Halsey Publishing Company
- 1984 Frequency: 12x
- Folio:400 Rank: 285
- Market: Affluence B (33)
- Market: Inflight (45)

Design News, Cahners Publishing Co.
- 1984 Frequency: 24x
- Folio:400 Rank: 110
- 12th by Total Revenue (62)
- 11th by Ad Revenue (63)
- 6th by Ad Pages (65)
- 5th by Net. Chg. Ad Revenue (66)
- 3rd by Net. Chg. Ad Pages (67)
- 28th by Average Circulation (68)
- 6th by Avg. Ad Pages/Copy (72)
- 37th by Avg. Edit. Pages/Copy (73)
- Fastest Growing: Total Revenue (74)
- Fastest Growing: Ad Revenue (75)
- Fastest Growing: Ad Pages (77)
- Market: Ind. Prod. & Design Eng. (93)

Discount Store News, Lebhar-Friedman, Inc.
- 1984 Frequency: 24x
- Folio:400 Rank: 327
- 36th by Net Chg. Avg. Sub. Circ. (71)
- Fastest Growing: Sub. Revenue (76)
- Fastest Growing: Avg. Sub. Circ. (79)
- Market: Retail Management (98)

DISCOVER, Time Inc.
- 1984 Frequency: 12x
- Folio:400 Rank: 78
- 30th by Subscription Revenue (6)
- 33rd by Net Chg. Avg. Circ. (9)
- 31st by Net Chg. Avg. Circ. (11)
- 47th by Total Revenue (Monthlies) (15)
- Market: Science & Nature (53)

DIVERSION, Hearst Professional Magazines, Inc.
- 1984 Frequency: 12x
- Folio:400 Rank: 257
- 49th by Ad Revenue (63)
- 37th by Ad Pages (65)
- 23rd by Average Circulation (68)
- 29th by Net Chg. Avg. Circ. (69)
- 7th by Avg. Ad Pages/Copy (72)
- 7th by Avg. Edit. Pages/Copy (73)
- Market: Medical (95)

DIY Retailing, (formerly Hardware Retailing) National Retail Hardware Association
- 1984 Frequency: 12x
- Folio:400 Rank: 372
- 43rd by Net Chg. Avg. Sub. Circ. (71)
- 37th by Avg. Ad Pages/Copy (72)
- 24th by Avg. Edit. Pages/Copy (73)
- Market: Retail Management (98)

Drug Topics, The Newsmagazine for Today's Pharmacies, Medical Economics Company, Inc.
- 1984 Frequency: 23x
- Folio:400 Rank: 391
- 49th by Net Chg. Avg. Circ. (69)
- Fastest Growing: Sub. Revenue (76)
- Fastest Growing: Avg. Sub. Circ. (79)
- Market: Retail Management (98)

(Numbers in parentheses refer to sections)

Dun's Business Month, The Dun & Bradstreet Publications Corporation
1984 Frequency: 12x
Folio:400 Rank: 221
29th by Avg. Sub. Price (20)
Market: Affluence B (33)
Market: Business & Financial (37)

Early American Life, Historical Times, Inc.
1984 Frequency: 6x
Folio:400 Rank: 368
35th by Net Chg. Avg. News. Circ. (13)
Fastest Growing: News. Circ. (29)
Market: Home (43)
Market: Lifestyles (46)

Eastern Review, East/West Network, Inc.
1984 Frequency: 12x
Folio:400 Rank: 230
46th by Net Chg. Ad Pages (5)
33rd by Ad Pages (Monthlies) (16)
42nd by Avg. Ad Pages/Copy (18)
Market: Affluence A (32)
Market: Inflight (45)

Easyriders, Paisano Publications, Inc.
1984 Frequency: 12x
Folio:400 Rank: 244
50th by Newsstand Revenue (7)
44th by Avg. Newsstand Circ. (12)
Fastest Growing: Ad Revenue (23)
Fastest Growing: Ad Pages (26)
Fastest Growing: Sub. Circ. (28)
Market: Automotive (34)

EBONY, Johnson Publishing Co., Inc.
1984 Frequency: 12x
Folio:400 Rank: 38
35th by Ad Revenue (2)
31st by Subscription Revenue (6)
38th by Average Circulation (8)
34th by Net Chg. Avg. Circ. (9)
30th by Average Sub. Circ. (10)
28th by Net Chg. Avg. Circ. (11)
47th by Total Annual Circ. (14)
19th by Total Revenue (Monthlies) (15)
18th by Ad Revenue (Monthlies) (17)
Fastest Growing: Avg. Circ. (27)
Fastest Growing: Sub. Circ. (28)
Market: Black (35)
Market: General Interest (41)

EC&M, McGraw-Hill Information Systems Company
1984 Frequency: 12x
Folio:400 Rank: 287
40th by Sub. Revenue (64)
42nd by Net Chg. Avg. Circ. (69)
31st by Average Sub. Circ. (70)
16th by Net Chg. Avg. Sub. Circ. (71)
Fastest Growing: Avg. Sub. Circ. (79)
Market: Ind. Prod. & Design Eng. (93)

The Economist (U.S. Edition), The Economist Newspaper Ltd.
1984 Frequency: 51x
Folio:400 Rank: 127
21st by Ad Pages (3)
3rd by Net Chg. Ad Pages (5)
2nd by Avg. Sub. Price (20)
Fastest Growing: Ad Revenue (23)
Fastest Growing: Ad Pages (26)
Fastest Growing: Avg. Circ. (27)
Market: Affluence B (33)
Market: Business & Financial (37)

EDN, Cahners Publishing Company
1984 Frequency: 27x
Folio:400 Rank: 93
9th by Total Revenue (62)
6th by Ad Revenue (63)
5th by Ad Pages (65)
7th by Net. Chg. Ad Revenue (66)
2nd by Net. Chg. Ad Pages (67)
47th by Average Circulation (68)
35th by Net Chg. Avg. Circ. (69)
3rd by Avg. Ad Pages/Copy (72)
10th by Avg. Edit. Pages/Copy (73)
Fastest Growing: Ad Pages (77)
Market: Electronics (90)

80 Micro, CW Communications/Peterborough
1984 Frequency: 12x
Folio:400 Rank: 362
44th by Ad Pages (Monthlies) (16)
26th by Avg. Edit. Pages/Copy (19)
39th by Avg. Sub. Price (20)
Market: Computing (39)

Electronic Business, Cahners Publishing Company
1984 Frequency: 19x
Folio:400 Rank: 291
45th by Ad Pages (65)
14th by Net. Chg. Ad Revenue (66)
6th by Net. Chg. Ad Pages (67)
27th by Net Chg. Avg. Circ. (69)
41st by Avg. Ad Pages/Copy (72)
Fastest Growing: Total Revenue (74)
Fastest Growing: Ad Revenue (75)
Fastest Growing: Ad Pages (77)
Fastest Growing: Avg. Circ. (78)
Market: Data Management (88)
Market: Electronics (90)

Electronic Buyers' News, CMP Pubs., Inc.
1984 Frequency: 52x
Folio:400 Rank: 150
25th by Total Revenue (62)
19th by Ad Revenue (63)
9th by Ad Pages (65)
6th by Net. Chg. Ad Revenue (66)
1st by Net. Chg. Ad Pages (67)
Fastest Growing: Total Revenue (74)
Fastest Growing: Ad Revenue (75)
Fastest Growing: Ad Pages (77)
Market: Electronics (90)

Electronic Design, Hayden Publishing Company, Inc.
1984 Frequency: 26x
Folio:400 Rank: 81
6th by Total Revenue (62)
4th by Ad Revenue (63)
4th by Ad Pages (65)
4th by Net. Chg. Ad Revenue (56)
2nd by Avg. Ad Pages/Copy (72)
4th by Avg. Edit. Pages/Copy (73)
Fastest Growing: Total Revenue (74)
Market: Electronics (90)

Electronic Engineering Times, CMP Publications, Inc.
1984 Frequency: 35x
Folio:400 Rank: 148
24th by Total Revenue (62)
18th by Ad Revenue (63)
23rd by Ad Pages (65)
10th by Net. Chg. Ad Revenue (66)
12th by Net. Chg. Ad Pages (67)
Fastest Growing: Total Revenue (74)
Fastest Growing: Ad Revenue (75)
Market: Electronics (90)

Electronic News, Fairchild Publications
1984 Frequency: 52x
Folio:400 Rank: 89
8th by Total Revenue (62)
8th by Ad Revenue (63)
29th by Sub. Revenue (64)
8th by Ad Pages (65)
3rd by Net. Chg. Ad Revenue (66)
36th by Average Sub. Circ. (70)
40th by Net Chg. Avg. Sub. Circ. (71)
Fastest Growing: Total Revenue (74)
Fastest Growing: Ad Revenue (75)
Fastest Growing: Sub. Revenue (76)
Market: Electronics (90)
Market: Telecommunications (99)

Electronic Packaging & Production, Cahners Publishing Co.
1984 Frequency: 12x
Folio:400 Rank: 394
13th by Avg. Ad Pages/Copy (72)
25th by Avg. Edit. Pages/Copy (73)
Business Newcomers (80)
Market: Electronics (90)

Electronic Products, Hearst Business Communications, Inc.
1984 Frequency: 19x
Folio:400 Rank: 305
29th by Net. Chg. Ad Revenue (66)
11th by Net. Chg. Ad Pages (67)
50th by Avg. Ad Pages/Copy (72)
39th by Avg. Edit. Pages/Copy (73)
Fastest Growing: Total Revenue (74)
Fastest Growing: Ad Revenue (75)
Fastest Growing: Ad Pages (77)
Market: Electronics (90)

Electronics, McGraw-Hill Information Systems Group, Computer & Communications Information Group
1984 Frequency: 36x
Folio:400 Rank: 141
22nd by Total Revenue (62)
22nd by Ad Revenue (63)
27th by Sub. Revenue (64)
17th by Ad Pages (65)
28th by Average Sub. Circ. (70)
Market: Electronics (90)

Emergency Medicine, Cahners Publ. Co.
1984 Frequency: 21x
Folio:400 Rank: 360
39th by Average Circulation (68)
Market: Medical (95)

Endless Vacation, Endless Vacation Publications, Inc.
1984 Frequency: 6x
Folio:400 Rank: 151
38th by Subscription Revenue (6)
31st by Net Chg. Avg. Circ. (9)
30th by Net Chg. Avg. Circ. (11)
6th by Avg. Sub. Price (20)
Fastest Growing: Sub. Revenue (24)
Fastest Growing: Avg. Circ. (27)
Fastest Growing: Sub. Circ. (28)
Market: Affluence A (32)
Market: Travel (56)

Engineering News-Record, McGraw-Hill Information Systems Company
1984 Frequency: 51x
Folio:400 Rank: 146
23rd by Total Revenue (62)
32nd by Ad Revenue (63)
18th by Sub. Revenue (64)
27th by Ad Pages (65)
25th by Average Sub. Circ. (70)
49th by Net Chg. Avg. Sub. Circ. (71)
Market: Architecture & Building (84)

Eros, Eros Publications, Inc.
1984 Frequency: 12x
Folio:400 Rank: 386

Esquire, Esquire Associates
1984 Frequency: 12x
Folio:400 Rank: 56
43rd by Ad Revenue (2)
35th by Net Chg. Ad Revenue (4)
43rd by Net Chg. Avg. News. Circ. (13)
34th by Total Revenue (Monthlies) (15)
34th by Ad Pages (Monthlies) (16)
24th by Ad Revenue (Monthlies) (17)
43rd by Avg. Ad Pages/Copy (18)
28th by Avg. Edit. Pages/Copy (19)
Fastest Growing: News. Circ. (29)
Market: General Interest (41)
Market: Men's Lifestyles (48)

Essence, Essence Communications, Inc.
1984 Frequency: 12x
Folio:400 Rank: 112
Fastest Growing: News. Revenue (25)
Market: Black (35)
Market: Women's Service (60)

Family (Stateside Edition), Military Family Communications
1984 Frequency: 12x
Folio:400 Rank: 392
Consumer Newcomers (30)
Market: Women's Lifestyles (59)

Family Circle, The Family Circle Inc.
1984 Frequency: 17x
Folio:400 Rank: 7
9th by Ad Revenue (2)
38th by Ad Pages (3)
16th by Net Chg. Ad Revenue (4)
5th by Newsstand Revenue (7)
8th by Average Circulation (8)
18th by Net Chg. Avg. Circ. (11)
2nd by Avg. Newsstand Circ. (12)
12th by Total Annual Circ. (14)
50th by Avg. Ad Pages/Copy (18)
4th by Annual Newsstand Sales (21)
Fastest Growing: Sub. Revenue (24)
Fastest Growing: Sub. Circ. (28)
Market: Women's Service (60)

Family Computing, Scholastic Inc.
1984 Frequency: 12x
Folio:400 Rank: 223
Consumer Newcomers (30)
Market: Computing (39)

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The Family Handyman, The Webb Co.
1984 Frequency: 10x
Folio:400 Rank: 107
42nd by Average Sub. Circ. (10)
23rd by Net Chg. Avg. News. Circ. (13)
Fastest Growing: News. Revenue (25)
Fastest Growing: News. Circ. (29)
Market: Home (43)
Market: Men's Service (49)

Family Weekly, (USA WEEKEND as of 9/8/85), Gannett Company
1984 Frequency: 24x
Folio:400 Rank: 30
18th by Ad Revenue (2)
4th by Average Circulation (8)
9th by Net Chg. Avg. Circ. (9)
3rd by Total Annual Circ. (14)
Fastest Growing: Avg. Circ. (27)
Market: Sunday Magazines (55)

Farm Journal, Farm Journal, Inc.
1984 Frequency: 14x
Folio:400 Rank: 72
3rd by Total Revenue (62)
5th by Ad Revenue (63)
4th by Sub. Revenue (64)
12th by Net. Chg. Ad Revenue (66)
1st by Average Circulation (68)
1st by Average Sub. Circ. (70)

The Farmer, The Webb Company
1984 Frequency: 23x
Folio:400 Rank: 288
35th by Average Circulation (68)
20th by Average Sub. Circ. (70)

Field & Stream, CBS Magazines
1984 Frequency: 12x
Folio:400 Rank: 40
32nd by Ad Revenue (2)
48th by Net Chg. Ad Revenue (4)
33rd by Subscription Revenue (6)
31st by Average Circulation (8)
22nd by Average Sub. Circ. (10)
40th by Total Annual Circ. (14)
21st by Total Revenue (Monthlies) (15)
16th by Ad Revenue (Monthlies) (17)
Fastest Growing: Sub. Revenue (24)
Market: Outdoor (51)

50 Plus, Retirement Living Publ. Co., Inc.
1984 Frequency: 12x
Folio:400 Rank: 326
Fastest Growing: Total Revenue (22)
Fastest Growing: Ad Revenue (23)
Fastest Growing: Ad Pages (26)
Market: Maturity (47)

Financial World, The Magazine For Investors, Financial World Partners
1984 Frequency: 26x
Folio:400 Rank: 340
30th by Avg. Sub. Price (20)
Fastest Growing: Avg. Circ. (27)
Market: Affluence B (33)
Market: Business & Financial (37)

Fins and Feathers, Fins and Feathers Publishing Company
1984 Frequency: 12x
Folio:400 Rank: 269
Consumer Newcomers (30)
Market: Outdoor (51)

FLEET OWNER (Big Fleet Edition), McGraw-Hill Publications Company
1984 Frequency: 12x
Folio:400 Rank: 318
31st by Avg. Edit. Pages/Copy (73)
Market: Automotive Industry (85)

Flying, CBS Magazines
1984 Frequency: 12x
Folio:400 Rank: 200
43rd by Total Revenue (62)
16th by Sub. Revenue (64)
7th by Average Circulation (68)
37th by Net Chg. Avg. Circ. (69)
11th by Average Sub. Circ. (70)
39th by Net Chg. Avg. Sub. Circ. (71)
Market: Aerospace & Aviation (82)

Food & Wine, The Guide to Good Taste, American Express Publishing Corp.
1984 Frequency: 12x
Folio:400 Rank: 164
37th by Net Chg. Avg. Circ. (9)
39th by Net Chg. Avg. Circ. (11)
Fastest Growing: Avg. Circ. (27)
Market: Affluence A (32)
Market: Culinary (40)

Forbes, Forbes, Inc.
1984 Frequency: 29x
Folio:400 Rank: 21
15th by Ad Revenue (2)
8th by Ad Pages (3)
7th by Net Chg. Ad Revenue (4)
7th by Net Chg. Ad Pages (5)
22nd by Subscription Revenue (6)
45th by Total Annual Circ. (14)
35th by Avg. Ad Pages/Copy (18)
48th by Avg. Edit. Pages/Copy (19)
15th by Avg. Sub. Price (20)
Fastest Growing: Total Revenue (22)
Fastest Growing: Ad Revenue (23)
Market: Affluence A (32)
Market: Business & Financial (37)

Fortune, Time Inc.
1984 Frequency: 26x
Folio:400 Rank: 20
12th by Ad Revenue (2)
11th by Ad Pages (3)
12th by Net Chg. Ad Revenue (4)
20th by Net Chg. Ad Pages (5)
24th by Subscription Revenue (6)
31st by Avg. Ad Pages/Copy (18)
16th by Avg. Sub. Price (20)
Market: Affluence A (32)
Market: Business & Financial (37)

Forum, Forum International, Ltd.
1984 Frequency: 12x
Folio:400 Rank: 201
36th by Newsstand Revenue (7)
34th by Avg. Newsstand Circ. (12)
40th by Avg. Edit. Pages/Copy (19)
43rd by Annual Newsstand Sales (21)
Fastest Growing: News. Revenue (25)

4 Wheel & Off-Road, Petersen Publishing Company
1984 Frequency: 12x
Folio:400 Rank: 260
21st by Net Chg. Avg. News. Circ. (13)
Fastest Growing: Total Revenue (22)
Fastest Growing: Ad Revenue (23)
Fastest Growing: News. Revenue (25)
Fastest Growing: Ad Pages (26)
Fastest Growing: Avg. Circ. (27)
Fastest Growing: News. Circ. (29)
Market: Automotive (34)

Four Wheeler Magazine, Four Wheeler Publishing Company
1984 Frequency: 12x
Folio:400 Rank: 339
Consumer Newcomers (30)
Market: Automotive (34)

Frequent Flyer, Official Airline Guides, Inc. (Travel Magazine Div.)
1984 Frequency: 12x
Folio:400 Rank: 142
36th by Net Chg. Ad Pages (5)
10th by Avg. Sub. Price (20)
Fastest Growing: Ad Revenue (23)
Fastest Growing: Ad Pages (26)
Market: Affluence B (33)
Market: Business & Financial (37)

Gallery, Montcalm Publishing Corp.
1984 Frequency: 12x
Folio:400 Rank: 117
20th by Newsstand Revenue (7)
27th by Avg. Newsstand Circ. (12)
45th by Avg. Sub. Price (20)
36th by Annual Newsstand Sales (21)
Fastest Growing: News. Circ. (29)
Market: Men's Lifestyles (48)

GAMES, Playboy Enterprises, Inc.
1984 Frequency: 12x
Folio:400 Rank: 176

Genesis, Cycle Guide Publications, Inc.
1984 Frequency: 12x
Folio:400 Rank: 208
37th by Newsstand Revenue (7)
48th by Avg. Newsstand Circ. (12)
44th by Net Chg. Avg. News. Circ. (13)
22nd by Avg. Sub. Price (20)
Fastest Growing: News. Circ. (29)

Gentlemen's Quarterly, The Conde Nast Publications Inc.
1984 Frequency: 12x
Folio:400 Rank: 53
50th by Ad Revenue (2)
29th by Ad Pages (3)
21st by Net Chg. Ad Revenue (4)
6th by Net Chg. Ad Pages (5)
38th by Newsstand Revenue (7)
38th by Net Chg. Avg. Circ. (9)
35th by Avg. Newsstand Circ. (12)
13th by Net Chg. Avg. News. Circ. (13)
32nd by Total Revenue (Monthlies) (15)
9th by Ad Pages (Monthlies) (16)
30th by Ad Revenue (Monthlies) (17)
14th by Avg. Ad Pages/Copy (18)
29th by Avg. Edit. Pages/Copy (19)
44th by Annual Newsstand Sales (21)
Fastest Growing: Ad Revenue (23)
Fastest Growing: News. Revenue (25)
Fastest Growing: Ad Pages (26)
Fastest Growing: Avg. Circ. (27)
Fastest Growing: News. Circ. (29)
Market: Men's Lifestyles (48)

Gifts & Decorative Accessories, Geyer-McAllister Publications, Inc.
1984 Frequency: 12x
Folio:400 Rank: 307
31st by Ad Pages (65)
38th by Net. Chg. Ad Pages (67)
48th by Net Chg. Avg. Sub. Circ. (71)
4th by Avg. Ad Pages/Copy (72)
9th by Avg. Edit. Pages/Copy (73)
Market: Retail Management (98)

Glamour, The Conde Nast Pubs. Inc.
1984 Frequency: 12x
Folio:400 Rank: 24
20th by Ad Revenue (2)
24th by Ad Pages (3)
14th by Net Chg. Ad Revenue (4)
41st by Net Chg. Ad Pages (5)
13th by Newsstand Revenue (7)
27th by Average Circulation (8)
46th by Net Chg. Avg. Circ. (9)
12th by Avg. Newsstand Circ. (12)
6th by Net Chg. Avg. News. Circ. (13)
36th by Total Annual Circ. (14)
10th by Total Revenue (Monthlies) (15)
5th by Ad Pages (Monthlies) (16)
6th by Ad Revenue (Monthlies) (17)
10th by Avg. Ad Pages/Copy (18)
15th by Avg. Edit. Pages/Copy (19)
13th by Annual Newsstand Sales (21)
Fastest Growing: News. Revenue (25)
Fastest Growing: Avg. Circ. (27)
Fastest Growing: News. Circ. (29)
Market: Women-in-Business (57)
Market: Women's Fashion (58)

GLOBE, Globe Communications Corp.
1984 Frequency: 52x
Folio:400 Rank: 41
10th by Newsstand Revenue (7)
34th by Average Circulation (8)
10th by Avg. Newsstand Circ. (12)
16th by Total Annual Circ. (14)
6th by Annual Newsstand Sales (21)
Market: General Interest (41)

Golf Digest, Golf Digest/Tennis, Inc.
1984 Frequency: 12x
Folio:400 Rank: 44
34th by Ad Revenue (2)
42nd by Net Chg. Ad Revenue (4)
45th by Subscription Revenue (6)
40th by Net Chg. Avg. Circ. (9)
43rd by Average Sub. Circ. (10)
33rd by Net Chg. Avg. Circ. (11)
24th by Total Revenue (Monthlies) (15)
17th by Ad Revenue (Monthlies) (17)
Fastest Growing: Sub. Revenue (24)
Fastest Growing: Avg. Circ. (27)
Fastest Growing: Sub. Circ. (28)
Market: Affluence A (32)
Market: Sports (54)

Golf Magazine, Times Mirror Mags., Inc.
1984 Frequency: 12x
Folio:400 Rank: 94
47th by Ad Revenue (Monthlies) (17)
Market: Sports (54)

(Numbers in parentheses refer to sections)

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Good Housekeeping, Hearst Magazines
1984 Frequency: 12x
Folio:400 Rank: 8
8th by Ad Revenue (2)
26th by Ad Pages (3)
31st by Net Chg. Ad Revenue (4)
12th by Subscription Revenue (6)
12th by Newsstand Revenue (7)
11th by Average Circulation (8)
10th by Average Sub. Circ. (10)
9th by Avg. Newsstand Circ. (12)
19th by Total Annual Circ. (14)
2nd by Total Revenue (Monthlies) (15)
7th by Ad Pages (Monthlies) (16)
1st by Ad Revenue (Monthlies) (17)
12th by Avg. Ad Pages/Copy (18)
17th by Avg. Edit. Pages/Copy (19)
12th by Annual Newsstand Sales (21)
Fastest Growing: Sub. Revenue (24)
Market: Women's Service (60)

Gourmet, The Magazine of Good Living, The Conde Nast Pubs. Inc.
1984 Frequency: 12x
Folio:400 Rank: 99
46th by Net Chg. Avg. Circ. (11)
44th by Avg. Edit. Pages/Copy (19)
Market: Affluence A (32)
Market: Culinary (40)

Graphic Arts Monthly, Technical Publishing Company
1984 Frequency: 13x
Folio:400 Rank: 309
46th by Ad Pages (65)
19th by Avg. Ad Pages/Copy (72)
34th by Avg. Edit. Pages/Copy (73)
Fastest Growing: Total Revenue (74)

Grit, Grit Publishing Company
1984 Frequency: 53x
Folio:400 Rank: 158
33rd by Total Annual Circ. (14)
29th by Annual Newsstand Sales (21)
Market: General Interest (41)
Market: Lifestyles (46)

Guideposts, Guideposts Associates, Inc.
1984 Frequency: 12x
Folio:400 Rank: 100
23rd by Subscription Revenue (6)
16th by Average Circulation (8)
14th by Net Chg. Avg. Circ. (9)
8th by Average Sub. Circ. (10)
16th by Net Chg. Avg. Circ. (11)
24th by Total Annual Circ. (14)
Fastest Growing: Avg. Circ. (27)
Fastest Growing: Sub. Circ. (28)

Guitar Player, GPI Publications
1984 Frequency: 12x
Folio:400 Rank: 272
12th by Avg. Edit. Pages/Copy (19)
41st by Avg. Sub. Price (20)
Consumer Newcomers (30)

Guns & Ammo, Petersen Publishing Co.
1984 Frequency: 12x
Folio:400 Rank: 204
50th by Net Chg. Avg. Circ. (9)
47th by Net Chg. Avg. Circ. (11)
Market: Outdoor (51)

Hadassah Magazine, Hadassah, The Women's Zionist Org. of America, Inc.
1984 Frequency: 10x
Folio:400 Rank: 328
Market: Affluence A (32)
Market: Women's Lifestyles (59)

Hardware Retailing, See DIY Retailing

Harper's Bazaar, Hearst Magazines
1984 Frequency: 12x
Folio:400 Rank: 48
37th by Ad Revenue (2)
37th by Ad Pages (3)
25th by Net Chg. Ad Revenue (4)
13th by Net Chg. Ad Pages (5)
40th by Newsstand Revenue (7)
29th by Avg. Newsstand Circ. (12)
20th by Net Chg. Avg. News. Circ. (13)
27th by Total Revenue (Monthlies) (15)
15th by Ad Pages (Monthlies) (16)
20th by Ad Revenue (Monthlies) (17)
20th by Avg. Ad Pages/Copy (18)
42nd by Avg. Edit. Pages/Copy (19)
38th by Annual Newsstand Sales (21)
Fastest Growing: Ad Revenue (23)
Fastest Growing: News. Revenue (25)
Fastest Growing: Ad Pages (26)
Fastest Growing: News. Circ. (29)
Market: Women's Fashion (58)

Harvard Business Review, Harvard Graduate School of Business Admin.
1984 Frequency: 6x
Folio:400 Rank: 236
19th by Avg. Edit. Pages/Copy (19)
23rd by Avg. Sub. Price (20)
Market: Affluence B (33)
Market: Business & Financial (37)

Health, Family Media, Inc.
1984 Frequency: 12x
Folio:400 Rank: 144
13th by Net Chg. Avg. Circ. (9)
47th by Average Sub. Circ. (10)
13th by Net Chg. Avg. Circ. (11)
Fastest Growing: Ad Revenue (23)
Fastest Growing: Avg. Circ. (27)
Fastest Growing: Sub. Circ. (28)
Market: Health & Fitness (42)

Heavy Duty Trucking, Newport Publications
1984 Frequency: 12x
Folio:400 Rank: 375
50th by Net. Chg. Ad Pages (67)
25th by Net Chg. Avg. Circ. (69)
Fastest Growing: Ad Pages (77)
Fastest Growing: Avg. Circ. (78)
Market: Automotive Industry (85)

HFD, The Weekly Home Furnishings Newspaper, Fairchild Publications
1984 Frequency: 53x
Folio:400 Rank: 161
27th by Total Revenue (62)
24th by Ad Revenue (63)
18th by Ad Pages (65)
28th by Net. Chg. Ad Revenue (66)
42nd by Net Chg. Avg. Sub. Circ. (71)
Market: Retail Management (98)

High Fidelity, ABC Leisure Mags., Inc.
1984 Frequency: 12x
Folio:400 Rank: 216
Fastest Growing: Ad Pages (26)
Market: Home Entertainment (44)

The High Plains Journal, High Plains Publishers, Inc.
1984 Frequency: 52x
Folio:400 Rank: 358
49th by Sub. Revenue (64)
41st by Ad Pages (65)
40th by Net Chg. Avg. Circ. (69)
42nd by Average Sub. Circ. (70)
15th by Net Chg. Avg. Sub. Circ. (71)
13th by Avg. Edit. Pages/Copy (73)
Fastest Growing: Sub. Revenue (76)
Fastest Growing: Avg. Sub. Circ. (79)

High Society, Drake Publishers, Inc.
1984 Frequency: 12x
Folio:400 Rank: 154
27th by Newsstand Revenue (7)
38th by Avg. Newsstand Circ. (12)
47th by Annual Newsstand Sales (21)

High Technology, High Technology Publishing Corporation
1984 Frequency: 12x
Folio:400 Rank: 240
Fastest Growing: Ad Pages (26)
Market: Affluence B (33)
Market: Business & Financial (37)

Highlights for Children, Highlights for Children, Inc.
1984 Frequency: 11x
Folio:400 Rank: 86
20th by Subscription Revenue (6)
41st by Average Circulation (8)
41st by Net Chg. Avg. Circ. (9)
25th by Average Sub. Circ. (10)
38th by Net Chg. Avg. Circ. (11)
Fastest Growing: Avg. Circ. (27)
Fastest Growing: Sub. Circ. (28)
Market: Youth & Teen (61)

Hoard's Dairyman, W.D. Hoard & Sons Company
1984 Frequency: 23x
Folio:400 Rank: 279
47th by Sub. Revenue (64)
19th by Average Circulation (68)
16th by Average Sub. Circ. (70)

Home, Home Magazine, Ltd.
1984 Frequency: 12x
Folio:400 Rank: 155
35th by Net Chg. Ad Pages (5)
43rd by Net Chg. Avg. Circ. (9)
17th by Net Chg. Avg. News. Circ. (13)
Fastest Growing: Total Revenue (22)
Fastest Growing: Ad Revenue (23)
Fastest Growing: Sub. Revenue (24)
Fastest Growing: Ad Pages (26)
Fastest Growing: News. Circ. (29)
Market: Affluence A (32)
Market: Home (43)

Home Furnishings Daily, see HFD

Home Life, A Christian Family Magazine, The Baptist Sunday School Board
1984 Frequency: 12x
Folio:400 Rank: 397
Consumer Newcomers (30)

Home Mechanix (Formerly Mechanix Illustrated), CBS Magazines
1984 Frequency: 12x
Folio:400 Rank: 73
47th by Subscription Revenue (6)
42nd by Average Circulation (8)
31st by Average Sub. Circ. (10)
44th by Total Revenue (Monthlies) (15)
38th by Ad Revenue (Monthlies) (17)
Market: Home (43)

The Homeowner, Family Media, Inc.
1984 Frequency: 10x
Folio:400 Rank: 302
Consumer Newcomers (30)
Market: Home (43)
Market: Men's Service (49)

Hospital Medicine, Hospital Pubs., Inc.
1984 Frequency: 12x
Folio:400 Rank: 346
27th by Average Circulation (68)
17th by Avg. Ad Pages/Copy (72)
26th by Avg. Edit. Pages/Copy (73)
Business Newcomers (80)
Market: Medical (95)

Hospital Practice, HP Publishing Co.
1984 Frequency: 12x
Folio:400 Rank: 286
21st by Average Circulation (68)
15th by Avg. Ad Pages/Copy (72)
8th by Avg. Edit. Pages/Copy (73)
Market: Medical (95)

Hospitals, American Hospital Publ., Inc.
1984 Frequency: 24x
Folio:400 Rank: 275
47th by Net. Chg. Ad Revenue (66)
34th by Net. Chg. Ad Pages (67)
38th by Net Chg. Avg. Circ. (69)
Fastest Growing: Avg. Sub. Circ. (79)
Market: Medical (95)

Hot Rod, Petersen Publishing Co.
1984 Frequency: 12x
Folio:400 Rank: 106
36th by Net Chg. Avg. Circ. (9)
34th by Net Chg. Avg. Circ. (11)
43rd by Avg. Newsstand Circ. (12)
50th by Annual Newsstand Sales (21)
Fastest Growing: Sub. Circ. (28)
Market: Automotive (34)

House & Garden, The Conde Nast Publications Inc.
1984 Frequency: 12x
Folio:400 Rank: 71
32nd by Net Chg. Ad Revenue (4)
14th by Net Chg. Ad Pages (5)
45th by Net Chg. Avg. News. Circ. (13)
43rd by Total Revenue (Monthlies) (15)
40th by Ad Revenue (Monthlies) (17)
27th by Avg. Edit. Pages/Copy (19)
37th by Avg. Sub. Price (20)
Fastest Growing: Ad Revenue (23)
Market: Affluence A (32)
Market: Home (43)

House Beautiful, Hearst Magazines
1984 Frequency: 12x
Folio:400 Rank: 63
40th by Net Chg. Ad Revenue (4)
50th by Avg. Newsstand Circ. (12)
39th by Net Chg. Avg. News. Circ. (13) ▶

(Numbers in parentheses refer to sections)

37th by Total Revenue (Monthlies) (15)
49th by Ad Pages (Monthlies) (16)
31st by Ad Revenue (Monthlies) (17)
Fastest Growing: News. Circ. (29)
Market: Home (43)

Houston Home & Garden, Metro Home & Garden Magazines
1984 Frequency: 12x
Folio:400 Rank: 333
41st by Ad Pages (Monthlies) (16)
Market: City & Regional (38)
Market: Home (43)

Hustler, Hustler Magazine, Inc.
1984 Frequency: 12x
Folio:400 Rank: 50
11th by Newsstand Revenue (7)
16th by Avg. Newsstand Circ. (12)
1st by Net Chg. Avg. News. Circ. (13)
29th by Total Revenue (Monthlies) (15)
9th by Avg. Sub. Price (20)
19th by Annual Newsstand Sales (21)

Inc., The Magazine for Growing Companies, Inc. Publishing Corp.
1984 Frequency: 12x
Folio:400 Rank: 51
31st by Ad Revenue (2)
20th by Net Chg. Ad Revenue (4)
34th by Net Chg. Ad Pages (5)
23rd by Net Chg. Avg. Circ. (9)
21st by Net Chg. Avg. Circ. (11)
42nd by Net Chg. Avg. News. Circ. (13)
30th by Total Revenue (Monthlies) (15)
28th by Ad Pages (Monthlies) (16)
15th by Ad Revenue (Monthlies) (17)
38th by Avg. Ad Pages/Copy (18)
Fastest Growing: Total Revenue (22)
Fastest Growing: Ad Revenue (23)
Fastest Growing: News. Revenue (25)
Fastest Growing: Avg. Circ. (27)
Fastest Growing: News. Circ. (29)
Market: Affluence A (32)
Market: Business & Financial (37)

Industrial Equipment News, Thomas Publishing Company
1984 Frequency: 12x
Folio:400 Rank: 241
45th by Ad Revenue (63)
17th by Average Circulation (68)
50th by Net Chg. Avg. Circ. (69)
Market: Electronics (90)
Market: Ind. Prod. & Design Eng. (93)

Industry Week, Penton/IPC, Inc.
1984 Frequency: 25x
Folio:400 Rank: 138
Market: Business & Financial (37)
Market: Newsmagazines (50)

Information Systems News, see InformationWEEK

InformationWEEK (formerly Information Systems News), CMP Publications, Inc.
1984 Frequency: 27x
Folio:400 Rank: 320
48th by Net. Chg. Ad Revenue (66)
Fastest Growing: Total Revenue (74)
Fastest Growing: Ad Revenue (75)
Market: Data Management (88)

Infosystems, Hitchcock Publishing Co.
1984 Frequency: 12x
Folio:400 Rank: 390
38th by Average Circulation (68)
19th by Net Chg. Avg. Circ. (69)
Market: Data Management (88)

InfoWorld, Popular Computing, Inc.
1984 Frequency: 52x
Folio:400 Rank: 232
23rd by Ad Pages (3)
Fastest Growing: Avg. Circ. (27)
Fastest Growing: Sub. Circ. (28)
Market: Computing (39)

INSIDE SPORTS, Inside Sports, Inc.
1984 Frequency: 12x
Folio:400 Rank: 332
Consumer Newcomers (30)
Market: Sports (54)

Institutional Distribution, Bill Communications, Inc.
1984 Frequency: 12x
Folio:400 Rank: 348
48th by Net. Chg. Ad Pages (67)
40th by Avg. Ad Pages/Copy (72)
Fastest Growing: Avg. Circ. (78)
Market: Food Service (92)

Institutional Investor, Institutional Investor, Inc.
1984 Frequency: 12x
Folio:400 Rank: 103
11th by Total Revenue (62)
10th by Ad Revenue (63)
34th by Sub. Revenue (64)
20th by Net. Chg. Ad Revenue (66)
19th by Net Chg. Avg. Sub. Circ. (71)
22nd by Avg. Ad Pages/Copy (72)
16th by Avg. Edit. Pages/Copy (73)
Fastest Growing: Sub. Revenue (76)
Fastest Growing: Avg. Sub. Circ. (79)
Market: Finance & Investing (91)

Instructor, The Instructor Pubs. Inc.
1984 Frequency: 9x
Folio:400 Rank: 300
19th by Sub. Revenue (64)
14th by Average Circulation (68)
12th by Average Sub. Circ. (70)
Fastest Growing: Sub. Revenue (76)
Market: Education (89)

Interior Design, Cahners Publishing Co.
1984 Frequency: 13x
Folio:400 Rank: 174
31st by Total Revenue (62)
34th by Ad Revenue (63)
38th by Sub. Revenue (64)
22nd by Ad Pages (65)
27th by Net. Chg. Ad Revenue (66)
25th by Net. Chg. Ad Pages (67)
46th by Average Sub. Circ. (70)
18th by Net Chg. Avg. Sub. Circ. (71)
1st by Avg. Ad Pages/Copy (72)
3rd by Avg. Edit. Pages/Copy (73)
Fastest Growing: Avg. Sub. Circ. (79)
Market: Architecture & Building (84)

Iron Age, Manufacturing Management, Chilton Company
1984 Frequency: 24x
Folio:400 Rank: 359
23rd by Net Chg. Avg. Circ. (69)
Market: Metals (96)

JET, Johnson Publishing Company, Inc.
1984 Frequency: 52x
Folio:400 Rank: 58
28th by Subscription Revenue (6)
33rd by Newsstand Revenue (7)
27th by Total Annual Circ. (14)
28th by Avg. Sub. Price (20)
21st by Annual Newsstand Sales (21)
Market: Black (35)
Market: General Interest (41)

Journal of Accountancy, American Inst. of Certified Public Accountants
1984 Frequency: 12x
Folio:400 Rank: 245
7th by Sub. Revenue (64)
50th by Net. Chg. Ad Revenue (66)
47th by Net. Chg. Ad Pages (67)
12th by Average Circulation (68)
8th by Net Chg. Avg. Circ. (69)
9th by Average Sub. Circ. (70)
2nd by Net Chg. Avg. Sub. Circ. (71)
Fastest Growing: Ad Revenue (75)
Fastest Growing: Ad Pages (77)
Fastest Growing: Avg. Circ. (78)
Fastest Growing: Avg. Sub. Circ. (79)
Market: Bus. & Cons. Services (86)

Journal of AMA, see Journal of the American Medical Association

Journal of the American Medical Association, American Medical Assoc.
1984 Frequency: 48x
Folio:400 Rank: 137
20th by Total Revenue (62)
17th by Ad Revenue (63)
42nd by Sub. Revenue (64)
19th by Ad Pages (65)
36th by Net. Chg. Ad Revenue (66)
9th by Average Circulation (68)
15th by Net Chg. Avg. Circ. (69)
13th by Average Sub. Circ. (70)
28th by Net Chg. Avg. Sub. Circ. (71)
Market: Medical (95)

Ladies' Home Journal, Family Media, Inc.
1984 Frequency: 12x
Folio:400 Rank: 22
22nd by Ad Revenue (2)
22nd by Net Chg. Ad Revenue (4)
10th by Subscription Revenue (6)
21st by Newsstand Revenue (7)
12th by Average Circulation (8)
9th by Average Sub. Circ. (10)
13th by Avg. Newsstand Circ. (12)
8th by Net Chg. Avg. News. Circ. (13)
21st by Total Annual Circ. (14)
9th by Total Revenue (Monthlies) (15)
39th by Ad Pages (Monthlies) (16)
8th by Ad Revenue (Monthlies) (17)
15th by Annual Newsstand Sales (21)
Fastest Growing: News. Revenue (25)
Fastest Growing: News. Circ. (29)
Market: Women's Service (60)

Ladycom, The Military Lifestyle Magazine, Downey Comm. Inc.
1984 Frequency: 10x
Folio:400 Rank: 400
36th by Avg. Edit. Pages/Copy (19)
Fastest Growing: Total Revenue (22)
Fastest Growing: Ad Pages (26)
Market: Women's Lifestyles (59)

LIFE, Time Inc.
1984 Frequency: 13x
Folio:400 Rank: 31
30th by Ad Revenue (2)
33rd by Net Chg. Ad Revenue (4)
25th by Subscription Revenue (6)
18th by Newsstand Revenue (7)
48th by Average Circulation (8)
37th by Net Chg. Avg. Circ. (11)
22nd by Avg. Newsstand Circ. (12)
38th by Avg. Sub. Price (20)
26th by Annual Newsstand Sales (21)
Fastest Growing: News. Revenue (25)
Market: General Interest (41)

Linn's Stamp News, Amos Press Inc.
1984 Frequency: 52x
Folio:400 Rank: 380
13th by Ad Pages (3)
50th by Avg. Sub. Price (20)

Los Angeles Magazine, Los Angeles Magazine, Inc.
1984 Frequency: 12x
Folio:400 Rank: 140
3rd by Ad Pages (Monthlies) (16)
7th by Avg. Ad Pages/Copy (18)
11th by Avg. Edit. Pages/Copy (19)
Market: Affluence B (33)
Market: City & Regional (38)

Los Angeles Times Home Magazine, (Los Angeles Times Magazine as of 10/85) Los Angeles Times
1984 Frequency: 53x
Folio:400 Rank: 115
19th by Ad Pages (3)
Consumer Newcomers (30)
Market: Sunday Magazines (55)

Los Angeles Times Magazine, see Los Angeles Times Home Magazine

M The Civilized Man, Fairchild Pubs.
1984 Frequency: 12x
Folio:400 Rank: 299
Consumer Newcomers (30)
Market: Affluence B (33)
Market: Men's Lifestyles (48)

Machine Design, Penton/IPC, Inc.
1984 Frequency: 28x
Folio:400 Rank: 128
17th by Total Revenue (62)
14th by Ad Revenue (63)
12th by Ad Pages (65)
21st by Net. Chg. Ad Revenue (66)
27th by Net. Chg. Ad Pages (67)
26th by Average Circulation (68)
24th by Avg. Ad Pages/Copy (72)
Market: Ind. Prod. & Design Eng. (93)

Mademoiselle, The Conde Nast Pubs. Inc.
1984 Frequency: 12x
Folio:400 Rank: 34
29th by Ad Revenue (2)
45th by Ad Pages (3)
27th by Net Chg. Ad Revenue (4)
19th by Newsstand Revenue (7)
17th by Avg. Newsstand Circ. (12) ▶

(Numbers in parentheses refer to sections)

24th by Net Chg. Avg. News. Circ. (13)
16th by Total Revenue (Monthlies) (15)
20th by Ad Pages (Monthlies) (16)
14th by Ad Revenue (Monthlies) (17)
26th by Avg. Ad Pages/Copy (18)
30th by Avg. Edit. Pages/Copy (19)
20th by Annual Newsstand Sales (21)
Fastest Growing: News. Revenue (25)
Fastest Growing: News. Circ. (29)
Market: Women's Fashion (58)
Market: Women's Lifestyles (59)

Material Handling Engineering, Penton/IPC, Inc.
1984 Frequency: 13x
Folio:400 Rank: 381
37th by Net. Chg. Ad Pages (67)
42nd by Avg. Ad Pages/Copy (72)
Fastest Growing: Total Revenue (74)
Fastest Growing: Ad Revenue (75)
Fastest Growing: Ad Pages (77)
Market: Ind. Prod. & Design Eng. (93)

McCall's, The McCall Publishing Co.
1984 Frequency: 12x
Folio:400 Rank: 19
19th by Ad Revenue (2)
15th by Net Chg. Ad Revenue (4)
9th by Subscription Revenue (6)
30th by Newsstand Revenue (7)
10th by Average Circulation (8)
6th by Average Sub. Circ. (10)
18th by Avg. Newsstand Circ. (12)
26th by Net Chg. Avg. News. Circ. (13)
18th by Total Annual Circ. (14)
8th by Total Revenue (Monthlies) (15)
43rd by Ad Pages (Monthlies) (16)
5th by Ad Revenue (Monthlies) (17)
23rd by Annual Newsstand Sales (21)
Fastest Growing: News. Revenue (25)
Fastest Growing: News. Circ. (29)
Market: Women's Service (60)

MD Magazine, MD Publications, Inc.
1984 Frequency: 12x
Folio:400 Rank: 366
31st by Average Circulation (68)
28th by Avg. Ad Pages/Copy (72)
32nd by Avg. Edit. Pages/Copy (73)
Market: Medical (95)

Mechanix Illustrated, see Home Mechanix

Medical Aspects of Human Sexuality, Hospital Publications, Inc.
1984 Frequency: 12x
Folio:400 Rank: 355
18th by Average Circulation (68)
44th by Avg. Ad Pages/Copy (72)
Business Newcomers (80)
Market: Medical (95)

Medical Economics, Medical Economics Company, Inc.
1984 Frequency: 26x
Folio:400 Rank: 111
13th by Total Revenue (52)
12th by Ad Revenue (63)
13th by Ad Pages (65)
24th by Average Circulation (68)
41st by Net Chg. Avg. Circ. (69)
32nd by Net Chg. Avg. Sub. Circ. (71)
20th by Avg. Ad Pages/Copy (72)
29th by Avg. Edit. Pages/Copy (73)
Fastest Growing: Sub. Revenue (76)
Market: Medical (95)

Meetings & Conventions, Murdoch Mags.
1984 Frequency: 12x
Folio:400 Rank: 198
42nd by Total Revenue (62)
31st by Ad Revenue (63)
44th by Net Chg. Avg. Circ. (69)
34th by Avg. Ad Pages/Copy (72)
46th by Avg. Edit. Pages/Copy (73)

Metropolitan Home, Meredith Corp.
1984 Frequency: 12x
Folio:400 Rank: 109
39th by Net Chg. Ad Pages (5)
Fastest Growing: Ad Pages (26)
Market: Home (43)

Mini-Micro Systems, Cahners Publ. Co.
1984 Frequency: 15x
Folio:400 Rank: 182
35th by Total Revenue (62)
26th by Ad Revenue (63)
35th by Ad Pages (65)
35th by Net. Chg. Ad Revenue (66)
48th by Average Circulation (68)
11th by Net Chg. Avg. Circ. (69)
14th by Avg. Ad Pages/Copy (72)
23rd by Avg. Edit. Pages/Copy (73)
Fastest Growing: Avg. Circ. (78)
Market: Data Management (88)

MIS Week, Fairchild Publications
1984 Frequency: 51x
Folio:400 Rank: 265
50th by Ad Revenue (63)
23rd by Net. Chg. Ad Revenue (66)
39th by Net. Chg. Ad Pages (67)
10th by Net Chg. Avg. Circ. (69)
Fastest Growing: Total Revenue (74)
Fastest Growing: Ad Revenue (75)
Fastest Growing: Ad Pages (77)
Fastest Growing: Avg. Circ. (78)
Market: Data Management (88)
Market: Telecommunications (99)

Model Railroader, Kalmbach Publ. Co.
1984 Frequency: 12x
Folio:400 Rank: 374

Modern Bride, CBS Magazines
1984 Frequency: 6x
Folio:400 Rank: 98
45th by Avg. Newsstand Circ. (12)
5th by Avg. Ad Pages/Copy (18)
18th by Avg. Edit. Pages/Copy (19)
Fastest Growing: News. Revenue (25)
Market: Bridal (36)

Modern Healthcare, Crain Comm. Inc.
1984 Frequency: 16x
Folio:400 Rank: 297
22nd by Net. Chg. Ad Revenue (66)
13th by Net. Chg. Ad Pages (67)
12th by Net Chg. Avg. Circ. (69)
10th by Net Chg. Avg. Sub. Circ. (71)
47th by Avg. Ad Pages/Copy (72)
43rd by Avg. Edit. Pages/Copy (73)
Fastest Growing: Total Revenue (74)
Fastest Growing: Ad Revenue (75)
Fastest Growing: Sub. Revenue (76)
Fastest Growing: Ad Pages (77)
Fastest Growing: Avg. Circ. (78)
Fastest Growing: Avg. Sub. Circ. (79)
Market: Medical (95)

Modern Materials Handling, Cahners Publishing Company
1984 Frequency: 18x
Folio:400 Rank: 306

Modern Maturity, Maturity Mags. Group
1984 Frequency: 6x
Folio:400 Rank: 62
39th by Net Chg. Ad Revenue (4)
26th by Subscription Revenue (6)
5th by Average Circulation (8)
1st by Net Chg. Avg. Circ. (9)
2nd by Average Sub. Circ. (10)
1st by Net Chg. Avg. Circ. (11)
20th by Total Annual Circ. (14)
Fastest Growing: Total Revenue (22)
Fastest Growing: Ad Revenue (23)
Fastest Growing: Sub. Revenue (24)
Fastest Growing: Avg. Circ. (27)
Fastest Growing: Sub. Circ. (28)
Market: Maturity (47)

Modern Medicine, Modern Medicine Publications, Inc.
1984 Frequency: 12x
Folio:400 Rank: 350
50th by Average Circulation (68)
21st by Avg. Ad Pages/Copy (72)
27th by Avg. Edit. Pages/Copy (73)
Market: Medical (95)

Modern Office Technology, Penton/IPC, Inc.
1984 Frequency: 12x
Folio:400 Rank: 376
33rd by Average Circulation (68)

(Numbers in parentheses refer to sections)

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MAGAZINE INDEX

6th by Net Chg. Avg. Circ. (69)
48th by Avg. Ad Pages/Copy (72)
Fastest Growing: Avg. Circ. (78)
Market: Data Management (88)

Modern Photography, ABC Leisure Magazines, Inc.
1984 Frequency: 12x
Folio:400 Rank: 92
43rd by Net Chg. Avg. Circ. (11)
45th by Ad Revenue (Monthlies) (17)

Modern Plastics, McGraw-Hill Pubs. Co.
1984 Frequency: 12x
Folio:400 Rank: 284
43rd by Sub. Revenue (64)
44th by Average Sub. Circ. (70)
29th by Net Chg. Avg. Sub. Circ. (71)
20th by Avg. Edit. Pages/Copy (73)
Fastest Growing: Sub. Revenue (76)
Fastest Growing: Avg. Sub. Circ. (79)

Modern Salon, Vance Publishing Corp.
1984 Frequency: 12x
Folio:400 Rank: 314
39th by Sub. Revenue (64)
45th by Net. Chg. Ad Pages (67)
46th by Average Circulation (68)
14th by Net Chg. Avg. Circ. (69)
26th by Average Sub. Circ. (70)
3rd by Net Chg. Avg. Sub. Circ. (71)
Fastest Growing: Total Revenue (74)
Fastest Growing: Ad Revenue (75)
Fastest Growing: Sub. Revenue (76)
Fastest Growing: Ad Pages (77)
Fastest Growing: Avg. Circ. (78)
Fastest Growing: Avg. Sub. Circ. (79)

Money, Time Inc.
1984 Frequency: 12x
Folio:400 Rank: 27
24th by Ad Revenue (2)
11th by Net Chg. Ad Revenue (4)
18th by Subscription Revenue (6)
47th by Newsstand Revenue (7)
47th by Average Circulation (8)
10th by Net Chg. Avg. Circ. (9)
40th by Average Sub. Circ. (10)
10th by Net Chg. Avg. Circ. (11)
46th by Avg. Newsstand Circ. (12)
15th by Net Chg. Avg. News. Circ. (13)
12th by Total Revenue (Monthlies) (15)
27th by Ad Pages (Monthlies) (16)
9th by Ad Revenue (Monthlies) (17)
36th by Avg. Ad Pages/Copy (18)
35th by Avg. Sub. Price (20)
Fastest Growing: Total Revenue (22)
Fastest Growing: Ad Revenue (23)
Fastest Growing: Sub. Revenue (24)
Fastest Growing: News. Revenue (25)
Fastest Growing: Avg. Circ. (27)
Fastest Growing: Sub. Circ. (28)
Fastest Growing: News. Circ. (29)
Market: Affluence A (32)
Market: Personal Finance & Mgmt (52)

Moody Monthly, Moody Bible Institute
1984 Frequency: 11x
Folio:400 Rank: 369
50th by Net Chg. Avg. News. Circ. (13)
Fastest Growing: News. Revenue (25)
Fastest Growing: News. Circ. (29)

The Mother Earth News, The Mother Earth News, Inc.
1984 Frequency: 6x
Folio:400 Rank: 129
35th by Avg. Edit. Pages/Copy (19)
Market: Lifestyles (46)

Motor, Hearst Books Business Publishing Group
1984 Frequency: 12x
Folio:400 Rank: 396
46th by Sub. Revenue (64)
45th by Average Circulation (68)
24th by Average Sub. Circ. (70)
Fastest Growing: Ad Revenue (75)
Fastest Growing: Ad Pages (77)
Market: Automotive Industry (85)

Motor Boating & Sailing, Hearst Mags.
1984 Frequency: 12x
Folio:400 Rank: 256
33rd by Ad Pages (3)
12th by Net Chg. Ad Pages (5)
12th by Ad Pages (Monthlies) (16)
17th by Avg. Ad Pages/Copy (18)
Fastest Growing: Ad Pages (26)
Market: Affluence B (33)
Market: Sports (54)

Motor Trend, Petersen Publishing Co.
1984 Frequency: 12x
Folio:400 Rank: 88
50th by Total Revenue (Monthlies) (15)
42nd by Ad Revenue (Monthlies) (17)
Market: Automotive (34)

Motorcyclist, Petersen Publishing Co.
1984 Frequency: 12x
Folio:400 Rank: 377
32nd by Net Chg. Avg. News. Circ. (13)
Market: Automotive (34)

Ms., Ms. Foundation for Education and Communication, Inc.
1984 Frequency: 12x
Folio:400 Rank: 213
37th by Net Chg. Avg. News. Circ. (13)
Fastest Growing: News. Revenue (25)
Market: Women-in-Business (57)

Muscle & Fitness, I, Brute Enterprises, Inc.
1984 Frequency: 12x
Folio:400 Rank: 132
29th by Newsstand Revenue (7)
37th by Avg. Newsstand Circ. (12)
38th by Ad Pages (Monthlies) (16)
49th by Avg. Ad Pages/Copy (18)
38th by Avg. Edit. Pages/Copy (19)
25th by Avg. Sub. Price (20)
46th by Annual Newsstand Sales (21)
Consumer Newcomers (30)
Market: Health & Fitness (42)
Market: Sports (54)

Nation's Business, U.S. Chamber of Commerce
1984 Frequency: 12x
Folio:400 Rank: 124
45th by Net Chg. Avg. Circ. (11)
Fastest Growing: Ad Pages (26)
Market: Business & Financial (37)
Market: Newsmagazines (50)

Nation's Restaurant News, Lebhar-Friedman, Inc.
1984 Frequency: 25x
Folio:400 Rank: 186
38th by Total Revenue (62)
36th by Ad Revenue (63)
45th by Sub. Revenue (64)
30th by Ad Pages (65)
44th by Net. Chg. Ad Revenue (66)
9th by Net. Chg. Ad Pages (67)
16th by Net Chg. Avg. Circ. (69)
35th by Average Sub. Circ. (70)
4th by Net Chg. Avg. Sub. Circ. (71)
Fastest Growing: Sub. Revenue (76)
Fastest Growing: Ad Pages (77)
Fastest Growing: Avg. Circ. (78)
Fastest Growing: Avg. Sub. Circ. (79)
Market: Food Service (92)

National Enquirer, National Enquirer Inc.
1984 Frequency: 52x
Folio:400 Rank: 13
44th by Ad Revenue (2)
3rd by Newsstand Revenue (7)
14th by Average Circulation (8)
4th by Avg. Newsstand Circ. (12)
5th by Total Annual Circ. (14)
2nd by Annual Newsstand Sales (21)
Market: General Interest (41)

National Examiner, Globe Comm. Corp.
1984 Frequency: 52x
Folio:400 Rank: 84
43rd by Net Chg. Ad Pages (5)
15th by Newsstand Revenue (7)
48th by Net Chg. Avg. Circ. (9)
14th by Avg. Newsstand Circ. (12)
10th by Net Chg. Avg. News. Circ. (13)
22nd by Total Annual Circ. (14)
8th by Annual Newsstand Sales (21)
Fastest Growing: Ad Revenue (23)
Fastest Growing: Sub. Revenue (24)
Fastest Growing: News. Revenue (25)
Fastest Growing: Ad Pages (26)
Fastest Growing: Sub. Circ. (28)
Fastest Growing: News. Circ. (29)
Market: General Interest (41)

National Geographic, National Geographic Society
1984 Frequency: 12x
Folio:400 Rank: 12
42nd by Ad Revenue (2)
4th by Subscription Revenue (6)
6th by Average Circulation (8)
3rd by Average Sub. Circ. (10)
11th by Total Annual Circ. (14)
4th by Total Revenue (Monthlies) (15)
23rd by Ad Revenue (Monthlies) (17)
14th by Avg. Edit. Pages/Copy (19)
Market: Affluence A (32)
Market: General Interest (41)

National Geographic Traveler, National Geographic Society
1984 Frequency: 4x
Folio:400 Rank: 152
49th by Average Sub. Circ. (10)
7th by Avg. Edit. Pages/Copy (19)
Consumer Newcomers (30)
Market: Affluence A (32)
Market: Travel (56)

National Geographic World, National Geographic Society
1984 Frequency: 12x
Folio:400 Rank: 184
44th by Subscription Revenue (6)
35th by Average Sub. Circ. (10)
Market: Youth & Teen (61)

National Home Center News, Lebhar-Friedman, Inc.
1984 Frequency: 25x
Folio:400 Rank: 341
31st by Net. Chg. Ad Revenue (66)
28th by Net. Chg. Ad Pages (67)
Fastest Growing: Total Revenue (74)
Fastest Growing: Ad Revenue (75)
Fastest Growing: Sub. Revenue (76)
Fastest Growing: Ad Pages (77)
Fastest Growing: Avg. Circ. (78)
Fastest Growing: Avg. Sub. Circ. (79)
Market: Retail Management (98)

National Lampoon, Natl. Lampoon, Inc.
1984 Frequency: 12x
Folio:400 Rank: 247
35th by Net Chg. Avg. Circ. (11)
Fastest Growing: Sub. Revenue (24)
Fastest Growing: Sub. Circ. (28)

National Wildlife, Natl. Wildlife Fed.
1984 Frequency: 6x
Folio:400 Rank: 259
32nd by Net Chg. Avg. Circ. (9)
32nd by Net Chg. Avg. Circ. (11)
Market: Science & Nature (53)

Natural History, The Magazine of Natural Science, American Museum of Natural History
1984 Frequency: 12x
Folio:400 Rank: 172
Fastest Growing: Ad Revenue (23)
Fastest Growing: Ad Pages (26)
Market: Science & Nature (53)

Navy Times, The Army Times Publ. Co.
1984 Frequency: 53x
Folio:400 Rank: 235
27th by Ad Pages (3)
12th by Avg. Sub. Price (20)

New England Journal of Medicine, Massachusetts Medical Society
1984 Frequency: 52x
Folio:400 Rank: 102
10th by Total Revenue (62)
23rd by Ad Revenue (63)
2nd by Sub. Revenue (64)
7th by Ad Pages (65)
30th by Net. Chg. Ad Revenue (66)
7th by Net. Chg. Ad Pages (67)
15th by Average Circulation (68)
17th by Net Chg. Avg. Circ. (69)
15th by Average Sub. Circ. (70)
5th by Net Chg. Avg. Sub. Circ. (71)
Market: Medical (95)

New Equipment Digest, Penton/IPC, Inc.
1984 Frequency: 12x
Folio:400 Rank: 228
42nd by Ad Revenue (63)
16th by Average Circulation (68)
Market: Ind. Prod. & Design Eng. (93)

New Shelter, Rodale Press, Inc.
1984 Frequency: 9x
Folio:400 Rank: 218
49th by Net Chg. Avg. Circ. (9)
49th by Net Chg. Avg. Circ. (11)
49th by Net Chg. Avg. News. Circ. (13)
Market: Home (43)
Market: Men's Service (49)

New Woman, News Group Magazines
1984 Frequency: 12x
Folio:400 Rank: 96
31st by Newsstand Revenue (7)
21st by Avg. Newsstand Circ. (12)
27th by Annual Newsstand Sales (21)
Fastest Growing: News. Circ. (29)
Market: Women's Lifestyles (59)
Market: Women's Service (60)

New York, News Group Magazines
1984 Frequency: 15x
Folio:400 Rank: 45
33rd by Ad Revenue (2)
16th by Ad Pages (3)
42nd by Total Annual Circ. (14)
32nd by Avg. Sub. Price (20)
Market: Affluence A (32)
Market: City & Regional (38)

The New York Times Magazine, The New York Times Company
1984 Frequency: 52x
Folio:400 Rank: 23
13th by Ad Revenue (2)
4th by Ad Pages (3)
8th by Net Chg. Ad Revenue (4)
5th by Net Chg. Ad Pages (5)
43rd by Average Circulation (8)
17th by Total Annual Circ. (14)
Fastest Growing: Ad Pages (26)
Market: Affluence A (32)
Market: Sunday Magazines (55)

The New Yorker, Advance Pubs. Inc.
1984 Frequency: 52x
Folio:400 Rank: 32
23rd by Ad Revenue (2)
10th by Ad Pages (3)
48th by Subscription Revenue (6)
38th by Total Annual Circ. (14)
31st by Avg. Sub. Price (20)
Market: Affluence A (32)
Market: General Interest (41)

Newsweek, Newsweek, Inc.
1984 Frequency: 54x
Folio:400 Rank: 4
3rd by Ad Revenue (2)
15th by Ad Pages (3)
6th by Net Chg. Ad Revenue (4)
6th by Subscription Revenue (6)
23rd by Newsstand Revenue (7)
21st by Average Circulation (8)
13th by Average Sub. Circ. (10)
8th by Total Annual Circ. (14)
21st by Avg. Sub. Price (20)
22nd by Annual Newsstand Sales (21)
Fastest Growing: Sub. Circ. (28)
Market: Newsmagazines (50)

Nursing84, Springhouse Corporation
1984 Frequency: 12x
Folio:400 Rank: 167
29th by Total Revenue (62)
5th by Sub. Revenue (64)
5th by Average Circulation (68)
5th b Average Sub. Circ. (70)
Market: Nursing (97)

The Office, Office Publications, Inc.
1984 Frequency: 12x
Folio:400 Rank: 334
30th by Average Circulation (68)
9th by Net Chg. Avg. Circ. (69)
26th by Avg. Ad Pages/Copy (72)
41st by Avg. Edit. Pages/Copy (73)
Fastest Growing: Avg. Circ. (78)
Market: Data Management (88)

Oil & Gas Journal, PennWell Publ. Co.
1984 Frequency: 53x
Folio:400 Rank: 153
26th by Total Revenue (62)
27th by Ad Revenue (63)
30th by Sub. Revenue (64)
14th by Ad Pages (65)
38th by Average Sub. Circ. (70)
47th by Net Chg. Avg. Sub. Circ. (71)
47th by Avg. Edit. Pages/Copy (73)

Omni, Omni International, Ltd.
1984 Frequency: 12x
Folio:400 Rank: 67
44th by Newsstand Revenue (7)
14th by Net Chg. Avg. Circ. (11)
41st by Avg. Newsstand Circ. (12)
40th by Total Revenue (Monthlies) (15)
48th by Ad Revenue (Monthlies) (17)
44th by Avg. Sub. Price (20)
48th by Annual Newsstand Sales (21)
Fastest Growing: Sub. Revenue (24)
Fastest Growing: Sub. Circ. (28)
Market: Science & Nature (53)

ON CABLE, On Cable Publications, Inc.
1984 Frequency: 12x
Folio:400 Rank: 187
30th by Net Chg. Avg. Circ. (9)
50th by Average Sub. Circ. (10)
3rd by Net Chg. Avg. Circ. (11)
24th by Avg. Edit. Pages/Copy (19)
Fastest Growing: Total Revenue (22)
Fastest Growing: Sub. Revenue (24)
Fastest Growing: Avg. Circ. (27)
Fastest Growing: Sub. Circ. (28)
Market: General Interest (41)
Market: Home Entertainment (44)

1,001 Home Ideas, Family Media, Inc.
1984 Frequency: 12x
Folio:400 Rank: 90
32nd by Subscription Revenue (6)
44th by Average Circulation (8)
8th by Net Chg. Avg. Circ. (9)
28th by Average Sub. Circ. (10)
9th by Net Chg. Avg. Circ. (11)
Fastest Growing: Total Revenue (22)
Fastest Growing: Ad Revenue (23)
Fastest Growing: Sub. Revenue (24)
Fastest Growing: Ad Pages (26)
Fastest Growing: Avg. Circ. (27)
Fastest Growing: Sub. Circ. (28)
Market: Home (43)

Organic Gardening (Rodale's Organic Gardening as of 8/85), Rodale Press, Inc.
1984 Frequency: 12x
Folio:400 Rank: 105
41st by Subscription Revenue (6)
33rd by Average Sub. Circ. (10)
Market: Home (43)
Market: Lifestyles (46)

Oui, Laurant Publishing, Ltd.
1984 Frequency: 12x
Folio:400 Rank: 209
39th by Newsstand Revenue (7)
4th by Avg. Sub. Price (20)

Our Sunday Visitor, Our Sunday Visitor, Inc.
1984 Frequency: 52x
Folio:400 Rank: 357
28th by Annual Newsstand Sales (21)
Fastest Growing: Total Revenue (22)
Fastest Growing: Ad Revenue (23)
Fastest Growing: News. Revenue (25)
Fastest Growing: Ad Pages (26)

Outdoor Life, Times Mirror Mags., Inc.
1984 Frequency: 12x
Folio:400 Rank: 64
37th by Subscription Revenue (6)
45th by Average Circulation (8)
34th by Average Sub. Circ. (10)
38th by Total Revenue (Monthlies) (15)
39th by Ad Revenue (Monthlies) (17)
Market: Outdoor (51)

Outside, Mariah Publications Corp.
1984 Frequency: 11x
Folio:400 Rank: 312
Market: Lifestyles (46)
Market: Sports (54)

Packaging, Cahners Publishing Company
1984 Frequency: 13x
Folio:400 Rank: 393
50th by Avg. Edit. Pages/Copy (73)
Fastest Growing: Total Revenue (74)
Fastest Growing: Ad Revenue (75)

Packaging Digest, Delta Commun. Inc.
1984 Frequency: 13x
Folio:400 Rank: 274
26th by Net. Chg. Ad Revenue (66)
22nd [illegible] Net. Chg. Ad Pages (67)
24th by Net Chg. Avg. Circ. (69)
36th by Avg. Ad Pages/Copy (72)
35th by Avg. Edit. Pages/Copy (73)
Fastest Growing: Total Revenue (74)
Fastest Growing: Ad Revenue (75)
Fastest Growing: Ad Pages (77)
Fastest Growing: Avg. Circ. (78)

Pan Am Clipper, East/West Network, Inc.
1984 Frequency: 12x
Folio:400 Rank: 395
19th by Net Chg. Ad Pages (5)
Fastest Growing: Total Revenue (22)
Fastest Growing: Ad Revenue (23)
Fastest Growing: Ad Pages (26)
Market: Affluence B (33)
Market: Inflight (45)

Parade, Parade Publications, Inc.
1984 Frequency: 53x
Folio:400 Rank: 18
1st by Average Circulation (8)
2nd by Net Chg. Avg. Circ. (9)
1st by Total Annual Circ. (14)
Fastest Growing: Ad Pages (26)
Fastest Growing: Avg. Circ. (27)
Market: Sunday Magazines (55)

Parents, Gruner + Jahr USA Publishing
1984 Frequency: 12x
Folio:400 Rank: 43
38th by Ad Revenue (2)
38th by Net Chg. Ad Revenue (4)
35th by Subscription Revenue (6)
39th by Average Circulation (8)
26th by Average Sub. Circ. (10)
48th by Total Annual Circ. (14)
23rd by Total Revenue (Monthlies) (15)
21st by Ad Revenue (Monthlies) (17)
Market: Women's Service (60)

Patient Care, Patient Care Comm., Inc.
1984 Frequency: 21x
Folio:400 Rank: 294
46th by Sub. Revenue (64)
48th by Avg. Edit. Pages/Copy (73)
Market: Medical (95)

PC, The Independent Guide to IBM Personal Computers, PC Communications Corporation
1984 Frequency: 25x
Folio:400 Rank: 66
39th by Ad Revenue (2)
2nd by Ad Pages (3)
10th by Net Chg. Ad Revenue (4)
1st by Net Chg. Ad Pages (5)
42nd by Net Chg. Avg. Circ. (11)
6th by Avg. Ad Pages/Copy (18)
3rd by Avg. Edit. Pages/Copy (19)
43rd by Avg. Sub. Price (20)
Fastest Growing: Total Revenue (22)
Fastest Growing: Ad Revenue (23)
Fastest Growing: Sub. Revenue (24)
Fastest Growing: News. Revenue (25)
Fastest Growing: Ad Pages (26)
Fastest Growing: Avg. Circ. (27)
Fastest Growing: Sub. Circ. (28)
Market: Computing (39)

PC World, PC World Comm., Inc.
1984 Frequency: 14x
Folio:400 Rank: 95
18th by Ad Pages (3)
17th by Net Chg. Ad Revenue (4)
2nd by Net Chg. Ad Pages (5)
18th by Net Chg. Avg. Circ. (9)
20th by Net Chg. Avg. Circ. (11)
30th by Net Chg. Avg. News. Circ. (13)
9th by Avg. Ad Pages/Copy (18)
10th by Avg. Edit. Pages/Copy (19)
Fastest Growing: Total Revenue (22)
Fastest Growing: Ad Revenue (23)
Fastest Growing: Sub. Revenue (24)
Fastest Growing: News. Revenue (25)
Fastest Growing: Ad Pages (26)
Fastest Growing: Avg. Circ. (27)
Fastest Growing: Sub. Circ. (28)
Market: Computing (39)

Pensions & Investment Age, Crain Communications Inc.
1984 Frequency: 26x
Folio:400 Rank: 342
41st by Net. Chg. Ad Revenue (66)
38th by Net Chg. Avg. Sub. Circ. (71)
Fastest Growing: Total Revenue (74)
Fastest Growing: Ad Revenue (75)
35th by Avg. Edit. Pages/Copy (73)
Fastest Growing: Total Revenue (74) ▶

Fastest Growing: Ad Revenue (75)
Fastest Growing: Ad Pages (77)
Fastest Growing: Avg. Circ. (78)

Penthouse, Penthouse International, Ltd.
1984 Frequency: 12x
Folio:400 Rank: 16
2nd by Newsstand Revenue (7)
18th by Average Circulation (8)
5th by Avg. Newsstand Circ. (12)
41st by Net Chg. Avg. News. Circ. (13)
28th by Total Annual Circ. (14)
6th by Total Revenue (Monthlies) (15)
37th by Ad Revenue (Monthlies) (17)
13th by Avg. Edit. Pages/Copy (19)
24th by Avg. Sub. Price (20)
9th by Annual Newsstand Sales (21)
Fastest Growing: News. Revenue (25)
Fastest Growing: News. Circ. (29)
Market: Men's Lifestyles (48)

People Weekly, Time Inc.
1984 Frequency: 51x
Folio:400 Rank: 3
4th by Ad Revenue (2)
6th by Ad Pages (3)
1st by Net Chg. Ad Revenue (4)
4th by Net Chg. Ad Pages (5)
14th by Subscription Revenue (6)
4th by Newsstand Revenue (7)
24th by Average Circulation (8)
45th by Average Sub. Circ. (10)
11th by Avg. Newsstand Circ. (12)
16th by Net Chg. Avg. News. Circ. (13)
10th by Total Annual Circ. (14)
8th by Avg. Edit. Pages/Copy (19)
7th by Annual Newsstand Sales (21)
Fastest Growing: Ad Revenue (23)
Fastest Growing: Sub. Revenue (24)
Fastest Growing: News. Revenue (25)
Fastest Growing: Ad Pages (26)
Fastest Growing: News. Circ. (29)
Market: General Interest (41)
Market: Newsmagazines (50)

Personal Computing, Hayden Publishing Company, Inc.
1984 Frequency: 12x
Folio:400 Rank: 91
31st by Ad Pages (3)
16th by Net Chg. Avg. Circ. (9)
15th by Net Chg. Avg. Circ. (11)
10th by Ad Pages (Monthlies) (16)
43rd by Ad Revenue (Monthlies) (17)
15th by Avg. Ad Pages/Copy (18)
Fastest Growing: Sub. Revenue (24)
Fastest Growing: Avg. Circ. (27)
Fastest Growing: Sub. Circ. (28)
Market: Computing (39)

Petersen's Hunting, Petersen Publ. Co.
1984 Frequency: 12x
Folio:400 Rank: 338
Fastest Growing: Total Revenue (22)
Fastest Growing: Ad Revenue (23)
Fastest Growing: Ad Pages (26)
Market: Outdoor (51)

Petersen's Photographic, Petersen Publishing Company
1984 Frequency: 12x
Folio:400 Rank: 323

Philadelphia Magazine, Metrocorp
1984 Frequency: 12x
Folio:400 Rank: 261
47th by Ad Pages (3)
22nd by Ad Pages (Monthlies) (16)
28th by Avg. Ad Pages/Copy (18)
Market: Affluence B (33)
Market: City & Regional (38)

Physician's Management, Harcourt Brace Jovanovich Publications
1984 Frequency: 12x
Folio:400 Rank: 331
47th by Ad Pages (65)
30th by Net. Chg. Ad Pages (67)
8th by Avg. Ad Pages/Copy (72)
5th by Avg. Edit. Pages/Copy (73)
Fastest Growing: Total Revenue (74)
Fastest Growing: Ad Revenue (75)
Fastest Growing: Ad Pages (77)
Market: Medical (95)

Plant Engineering, Technical Publ. Co.
1984 Frequency: 25x
Folio:400 Rank: 205
44th by Total Revenue (62)
33rd by Ad Revenue (63)
43rd by Ad Pages (65)
49th by Net. Chg. Ad Pages (67)
49th by Net Chg. Avg. Circ. (69)
Market: Electronics (90)
Market: Ind. Prod. & Design Eng. (93)

Plastics Technology, Bill Comm., Inc.
1984 Frequency: 13x
Folio:400 Rank: 385
28th by Avg. Edit. Pages/Copy (73)
Business Newcomers (80)

Playbill, Playbill Incorporated
1984 Frequency: 12x
Folio:400 Rank: 220
Fastest Growing: Sub. Revenue (24)
Fastest Growing: Sub. Circ. (28)
Market: City & Regional (38)

Playboy, Playboy Enterprises, Inc.
1984 Frequency: 12x
Folio:400 Rank: 15
25th by Ad Revenue (2)
11th by Subscription Revenue (6)
8th by Newsstand Revenue (7)
15th by Average Circulation (8)
17th by Average Sub. Circ. (10)
8th by Avg. Newsstand Circ. (12)
23rd by Total Annual Circ. (14)
5th by Total Revenue (Monthlies) (15)
10th by Ad Revenue (Monthlies) (17)
8th by Avg. Edit. Pages/Copy (19)
11th by Annual Newsstand Sales (21)
Fastest Growing: Sub. Circ. (28)
Fastest Growing: News. Circ. (29)
Market: Men's Lifestyles (48)

Players, Players International Pubs.
1984 Frequency: 12x
Folio:400 Rank: 324
36th by Avg. Sub. Price (20)

Playgirl, Playgirl, Inc.
1984 Frequency: 12x
Folio:400 Rank: 116
26th by Newsstand Revenue (7)
32nd by Avg. Newsstand Circ. (12)
40th by Annual Newsstand Sales (21)
Market: Women's Lifestyles (59)

Popular Computing, McGraw-Hill Information Systems Company, Computers & Communications Information Group
1984 Frequency: 13x
Folio:400 Rank: 197
41st by Avg. Edit. Pages/Copy (19)
Fastest Growing: Ad Revenue (23)
Market: Computing (39)

Popular Hot Rodding, Argus Publishers Corporation
1984 Frequency: 12x
Folio:400 Rank: 315
Fastest Growing: Ad Revenue (23)
Fastest Growing: Ad Pages (26)
Market: Automotive (34)

Popular Mechanics, Hearst Magazines
1984 Frequency: 12x
Folio:400 Rank: 49
48th by Ad Revenue (2)
49th by Subscription Revenue (6)
40th by Average Circulation (8)
36th by Average Sub. Circ. (10)
50th by Net Chg. Avg. Circ. (11)
42nd by Avg. Newsstand Circ. (12)
49th by Total Annual Circ. (14)
28th by Total Revenue (Monthlies) (15)
28th by Ad Revenue (Monthlies) (17)
49th by Annual Newsstand Sales (21)
Fastest Growing: Sub. Circ. (28)
Market: Men's Service (49)

Popular Photography, CBS Magazines
1984 Frequency: 12x
Folio:400 Rank: 76
46th by Total Annual Circ. (14)
46th by Ad Pages (Monthlies) (16)
33rd by Ad Revenue (Monthlies) (17) ▶

(Numbers in parentheses refer to sections)

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MAGAZINE INDEX

Popular Science, Times Mirror Mags., Inc.
1984 Frequency: 12x
Folio:400 Rank: 55
40th by Subscription Revenue (6)
35th by Average Circulation (8)
27th by Average Sub. Circ. (10)
43rd by Total Annual Circ. (14)
33rd by Total Revenue (Monthlies) (15)
36th by Ad Revenue (Monthlies) (17)
Market: Men's Service (49)

Postgraduate Medicine, McGraw-Hill Book Company
1984 Frequency: 16x
Folio:400 Rank: 330
40th by Average Circulation (68)
36th by Net Chg. Avg. Circ. (69)
38th by Avg. Ad Pages/Copy (72)
17th by Avg. Edit. Pages/Copy (73)
Market: Medical (95)

Power, McGraw-Hill Publications Co.
1984 Frequency: 12x
Folio:400 Rank: 387
41st by Average Sub. Circ. (70)
17th by Net Chg. Avg. Sub. Circ. (71)
Fastest Growing: Sub. Revenue (76)
Fastest Growing: Avg. Sub. Circ. (79)

Prairie Farmer, Farm Progress Companies
1984 Frequency: 23x
Folio:400 Rank: 210
47th by Total Revenue (62)
47th by Ad Revenue (63)
31st by Sub. Revenue (64)
20th by Average Circulation (68)
17th by Average Sub. Circ. (70)

Prevention, Rodale Press, Inc.
1984 Frequency: 12x
Folio:400 Rank: 39
16th by Subscription Revenue (6)
22nd by Average Circulation (8)
5th by Net Chg. Avg. Circ. (9)
14th by Average Sub. Circ. (10)
4th by Net Chg. Avg. Circ. (11)
47th by Net Chg. Avg. News. Circ. (13)
30th by Total Annual Circ. (14)
20th by Total Revenue (Monthlies) (15)
46th by Ad Revenue (Monthlies) (17)
Fastest Growing: Sub. Revenue (24)
Fastest Growing: Avg. Circ. (27)
Fastest Growing: Sub. Circ. (28)
Fastest Growing: News. Circ. (29)
Market: Health & Fitness (42)
Market: Women's Lifestyles (59)

Product Design & Development, Chilton Company
1984 Frequency: 12x
Folio:400 Rank: 337
32nd by Average Circulation (68)
Business Newcomers (80)
Market: Ind. Prod. & Design Eng. (93)

Production Engineering, Penton/IPC, Inc.
1984 Frequency: 12x
Folio:400 Rank: 399
Business Newcomers (80)
Market: Ind. Prod. & Design Eng. (93)

Professional Builder, Cahners Publishing Company
1984 Frequency: 13x
Folio:400 Rank: 231
43rd by Ad Revenue (63)
37th by Average Circulation (68)
35th by Avg. Ad Pages/Copy (72)
Business Newcomers (80)
Market: Architecture & Building (84)

Progressive Architecture, Reinhold Publishing Company
1984 Frequency: 12x
Folio:400 Rank: 321
36th by Sub. Revenue (64)
32nd by Net Chg. Avg. Circ. (69)
34th by Average Sub. Circ. (70)
11th by Net Chg. Avg. Sub. Circ. (71)
Fastest Growing: Sub. Revenue (76)
Fastest Growing: Avg. Circ. (78)
Fastest Growing: Avg. Sub. Circ. (79)
Market: Architecture & Building (84)

Progressive Farmer, Southern Progress Corporation
1984 Frequency: 12x
Folio:400 Rank: 133
18th by Total Revenue (62)
29th by Ad Revenue (63)
10th by Sub. Revenue (64)
4th by Average Circulation (68)
3rd by Average Sub. Circ. (70)

Progressive Grocer, Maclean Hunter Media, Inc.
1984 Frequency: 16x
Folio:400 Rank: 301
Market: Retail Management (98)

Psychology Today, The American Psychological Association
1984 Frequency: 12x
Folio:400 Rank: 130
Market: General Interest (41)
Market: Science & Nature (53)

Publishers Weekly, R.R. Bowker Co.
1984 Frequency: 51x
Folio:400 Rank: 295
24th by Sub. Revenue (64)
28th by Ad Pages (65)
18th by Net. Chg. Ad Pages (67)
49th by Average Sub. Circ. (70)
31st by Net Chg. Avg. Sub. Circ. (71)
Fastest Growing: Sub. Revenue (76)
Fastest Growing: Avg. Sub. Circ. (79)

Purchasing Magazine, Cahners Publ. Co.
1984 Frequency: 24x
Folio:400 Rank: 214
48th by Total Revenue (62)
38th by Ad Revenue (63)
34th by Ad Pages (65)
33rd by Net. Chg. Ad Revenue (66)
44th by Net. Chg. Ad Pages (67)

The Quarter Horse Journal, American Quarter Horse Association
1984 Frequency: 12x
Folio:400 Rank: 388
5th by Ad Pages (3)
1st by Ad Pages (Monthlies) (16)
1st by Avg. Ad Pages/Copy (18)
1st by Avg. Edit. Pages/Copy (19)
Consumer Newcomers (30)
Market: Affluence B (33)
Market: Lifestyles (46)

Reader's Digest, The Reader's Digest Association, Inc.
1984 Frequency: 12x
Folio:400 Rank: 6
11th by Ad Revenue (2)
19th by Net Chg. Ad Revenue (4)
3rd by Subscription Revenue (6)
24th by Newsstand Revenue (7)
2nd by Average Circulation (8)
1st by Average Sub. Circ. (10)
15th by Avg. Newsstand Circ. (12)
6th by Total Annual Circ. (14)
1st by Total Revenue (Monthlies) (15)
3rd by Ad Revenue (Monthlies) (17)
6th by Avg. Edit. Pages/Copy (19)
18th by Annual Newsstand Sales (21)
Market: General Interest (41)

real estate today, National Association of Realtors
1984 Frequency: 9x
Folio:400 Rank: 177
32nd by Total Revenue (62)
1st by Sub. Revenue (64)
3rd by Average Circulation (68)
1st by Net Chg. Avg. Circ. (69)
2nd by Average Sub. Circ. (70)
1st by Net Chg. Avg. Sub. Circ. (71)
Fastest Growing: Ad Revenue (75)
Fastest Growing: Ad Pages (77)
Fastest Growing: Avg. Sub. Circ. (79)
Market: Bus. & Cons. Services (86)

Redbook, Hearst Magazines
1984 Frequency: 12x
Folio:400 Rank: 28
27th by Ad Revenue (2)
23rd by Net Chg. Ad Revenue (4)
21st by Net Chg. Ad Pages (5)
35th by Newsstand Revenue (7)
17th by Average Circulation (8)
11th by Average Sub. Circ. (10)
12th by Net Chg. Avg. News. Circ. (13)
25th by Total Annual Circ. (14)
13th by Total Revenue (Monthlies) (15)
45th by Ad Pages (Monthlies) (16)
12th by Ad Revenue (Monthlies) (17)
25th by Annual Newsstand Sales (21)
Fastest Growing: News. Revenue (25)
Fastest Growing: News. Circ. (29)
Market: Women-in-Business (57)
Market: Women's Service (60)

Research & Development, Technical Publishing Company
1984 Frequency: 12x
Folio:400 Rank: 292
18th by Net Chg. Avg. Circ. (69)
31st by Avg. Ad Pages/Copy (72)
Fastest Growing: Avg. Circ. (78)
Market: Electronics (90)
Market: Ind. Prod. & Design Eng. (93)

Restaurant Business, Bill Communications, Inc.
1984 Frequency: 18x
Folio:400 Rank: 180
33rd by Total Revenue (62)
25th by Ad Revenue (63)
26th by Ad Pages (65)
24th by Net. Chg. Ad Revenue (66)
16th by Net. Chg. Ad Pages (67)
30th by Net Chg. Avg. Circ. (69)
16th by Avg. Ad Pages/Copy (72)
38th by Avg. Edit. Pages/Copy (73)
Fastest Growing: Avg. Circ. (78)
Market: Food Service (92)

Restaurant Hospitality, Penton/IPC, Inc.
1984 Frequency: 12x
Folio:400 Rank: 304
38th by Net. Chg. Ad Revenue (66)
7th by Net Chg. Avg. Circ. (69)
46th by Avg. Ad Pages/Copy (72)
Fastest Growing: Total Revenue (74)
Fastest Growing: Ad Revenue (75)
Fastest Growing: Avg. Circ. (78)
Market: Food Service (92)

Restaurants & Institutions, Cahners Publishing Company
1984 Frequency: 26x
Folio:400 Rank: 80
5th by Total Revenue (62)
3rd by Ad Revenue (63)
10th by Ad Pages (65)
1st by Net. Chg. Ad Revenue (66)
5th by Net. Chg. Ad Pages (67)
42nd by Average Circulation (68)
4th by Net Chg. Avg. Circ. (69)
10th by Avg. Ad Pages/Copy (72)
6th by Avg. Edit. Pages/Copy (73)
Fastest Growing: Total Revenue (74)
Fastest Growing: Ad Revenue (75)
Fastest Growing: Ad Pages (77)
Fastest Growing: Avg. Circ. (78)
Market: Food Service (92)

RN, Medical Economics Company, Inc.
1984 Frequency: 12x
Folio:400 Rank: 277
9th by Sub. Revenue (64)
8th by Average Circulation (68)
6th by Average Sub. Circ. (70)
Market: Nursing (97)

Road & Track, CBS Magazines
1984 Frequency: 12x
Folio:400 Rank: 68
46th by Net Chg. Ad Revenue (4)
41st by Total Revenue (Monthlies) (15)
40th by Ad Pages (Monthlies) (16)
32nd by Ad Revenue (Monthlies) (17)
Fastest Growing: News. Circ. (29)
Market: Automotive (34)

Rodale's Organic Gardening, see Organic Gardening

Rolling Stone, Straight Arrow Publishers Inc.
1984 Frequency: 24x
Folio:400 Rank: 54
42nd by Newsstand Revenue (7)
47th by Net Chg. Avg. Circ. (9)
34th by Net Chg. Avg. News. Circ. (13)
50th by Total Annual Circ. (14)
32nd by Annual Newsstand Sales (21)
Fastest Growing: Sub. Revenue (24)
Fastest Growing: News. Circ. (29)
Market: General Interest (41)
Market: Lifestyles (46)

Runner's World, Rodale Press, Inc.
1984 Frequency: 13x
Folio:400 Rank: 159
Fastest Growing: News. Revenue (25)
Market: Lifestyles (46)
Market: Sports (54)

SAIL, Sail Publications, Inc.
1984 Frequency: 12x
Folio:400 Rank: 162
46th by Ad Pages (3)
23rd by Net Chg. Ad Pages (5)
21st by Ad Pages (Monthlies) (16)
29th by Avg. Ad Pages/Copy (18)
46th by Avg. Sub. Price (20)
Market: Lifestyles (46)
Market: Sports (54)

S&MM, see Sales & Marketing Management

Sales & Marketing Management (S&MM), Bill Communications, Inc.
1984 Frequency: 16x
Folio:400 Rank: 308
37th by Sub. Revenue (64)
40th by Net. Chg. Ad Pages (67)
48th by Average Sub. Circ. (70)
Fastest Growing: Ad Revenue (75)
Fastest Growing: Ad Pages (77)
Market: Marketing (94)

San Diego Magazine, San Diego Magazine Publ. Co., Inc.
1984 Frequency: 12x
Folio:400 Rank: 354
35th by Ad Pages (3)
29th by Net Chg. Ad Pages (5)
13th by Ad Pages (Monthlies) (16)
18th by Avg. Ad Pages/Copy (18)
20th by Avg. Edit. Pages/Copy (19)
Fastest Growing: Total Revenue (22)
Fastest Growing: Ad Revenue (23)
Fastest Growing: Ad Pages (26)
Market: Affluence B (33)
Market: City & Regional (38)

The Saturday Evening Post, Benjamin Franklin Literary & Medical Society
1984 Frequency: 9x
Folio:400 Rank: 188
39th by Net Chg. Avg. Circ. (9)
24th by Net Chg. Avg. Circ. (11)
Fastest Growing: Sub. Revenue (24)
Fastest Growing: Sub. Circ. (28)
Market: General Interest (41)

Savvy, Family Media, Inc.
1984 Frequency: 12x
Folio:400 Rank: 280
Fastest Growing: News. Circ. (29)
Market: Business & Financial (37)
Market: Women-in-Business (57)

Science, American Association for the Advancement of Science
1984 Frequency: 51x
Folio:400 Rank: 192
39th by Total Revenue (62)
13th by Sub. Revenue (64)
41st by Net. Chg. Ad Pages (67)
29th by Average Circulation (68)
19th by Average Sub. Circ. (70)

Science Digest, Hearst Magazines
1984 Frequency: 12x
Folio:400 Rank: 166
48th by Net Chg. Avg. Circ. (11)
Market: Men's Lifestyles (48)
Market: Science & Nature (53)

Science 84, American Association for the Advancement of Science
1984 Frequency: 10x
Folio:400 Rank: 136
36th by Net Chg. Avg. News. Circ. (13)
Market: Science & Nature (53)

Scientific American, Scientific American, Inc.
1984 Frequency: 12x
Folio:400 Rank: 75
46th by Subscription Revenue (6)
45th by Total Revenue (Monthlies) (15)
44th by Ad Revenue (Monthlies) (17)
40th by Avg. Sub. Price (20)
Market: Business & Financial (37)
Market: Science & Nature (53)

Self, The Conde Nast Publications Inc.
1984 Frequency: 12x
Folio:400 Rank: 52
26th by Net Chg. Ad Revenue (4)
22nd by Net Chg. Ad Pages (5)
32nd by Newsstand Revenue (7)
23rd by Avg. Newsstand Circ. (12)
31st by Total Revenue (Monthlies) (15)
47th by Ad Pages (Monthlies) (16)
34th by Ad Revenue (Monthlies) (17)
30th by Annual Newsstand Sales (21)
Fastest Growing: Ad Revenue (23)
Fastest Growing: News. Revenue (25)
Fastest Growing: Ad Pages (26)
Market: Women-in-Business (57)
Market: Women's Lifestyles (59)

Sesame Street, Children's Television Workshop
1984 Frequency: 10x
Folio:400 Rank: 229
Market: Youth & Teen (61)

Seventeen, Triangle Comm., Inc.
1984 Frequency: 12x
Folio:400 Rank: 36
36th by Ad Revenue (2)
29th by Net Chg. Ad Revenue (4)
30th by Net Chg. Ad Pages (5)
36th by Subscription Revenue (6)
46th by Newsstand Revenue (7)
37th by Average Circulation (8)
17th by Net Chg. Avg. Circ. (9)
39th by Average Sub. Circ. (10)
11th by Net Chg. Avg. Circ. (11)
26th by Avg. Newsstand Circ. (12)
46th by Total Annual Circ. (14)
18th by Total Revenue (Monthlies) (15)
30th by Ad Pages (Monthlies) (16)
19th by Ad Revenue (Monthlies) (17)
39th by Avg. Ad Pages/Copy (18)
33rd by Annual Newsstand Sales (21)
Fastest Growing: Total Revenue (22)
Fastest Growing: Ad Revenue (23)
Fastest Growing: Sub. Revenue (24)
Fastest Growing: News. Revenue (25)
Fastest Growing: Ad Pages (26)
Fastest Growing: Avg. Circ. (27)
Fastest Growing: Sub. Circ. (28)
Market: Youth & Teen (61)

Shape, Shape Magazine, Inc.
1984 Frequency: 12x
Folio:400 Rank: 178
38th by Net Chg. Ad Pages (5)
48th by Newsstand Revenue (7)
25th by Net Chg. Avg. Circ. (9)
36th by Avg. Newsstand Circ. (12)
3rd by Net Chg. Avg. News. Circ. (13)
45th by Annual Newsstand Sales (21)
Fastest Growing: Total Revenue (22)
Fastest Growing: Ad Revenue (23)
Fastest Growing: News. Revenue (25)
Fastest Growing: Ad Pages (26)
Fastest Growing: Avg. Circ. (27)
Fastest Growing: News. Circ. (29)
Market: Health & Fitness (42)
Market: Women's Lifestyles (59)

Shooting Times, PJS Publications, Inc.
1984 Frequency: 12x
Folio:400 Rank: 383
Market: Outdoor (51)

Signature, Citicorp Publishing
1984 Frequency: 12x
Folio:400 Rank: 125
28th by Net Chg. Avg. Circ. (9)
29th by Net Chg. Avg. Circ. (11)
Fastest Growing: Sub. Revenue (24)
Market: Affluence A (32)
Market: Travel (56)

Ski, Times Mirror Magazines, Inc.
1984 Frequency: 8x
Folio:400 Rank: 145
42nd by Net Chg. Ad Pages (5)
45th by Avg. Ad Pages/Copy (18)
Fastest Growing: Ad Pages (26)
Market: Sports (54)

Skiing, CBS Magazines
1984 Frequency: 7x
Folio:400 Rank: 147
25th by Avg. Ad Pages/Copy (18)
Market: Sports (54)

Skin Diver, Petersen Publishing Company
1984 Frequency: 12x
Folio:400 Rank: 283
Market: Sports (54)

Smithsonian, Smithsonian Institution
1984 Frequency: 12x
Folio:400 Rank: 33
40th by Ad Revenue (2)
37th by Net Chg. Ad Revenue (4)
15th by Subscription Revenue (6)
30th by Average Circulation (8)
12th by Net Chg. Avg. Circ. (9)
19th by Average Sub. Circ. (10)
12th by Net Chg. Avg. Circ. (11)
39th by Total Annual Circ. (14)
15th by Total Revenue (Monthlies) (15)
22nd by Ad Revenue (Monthlies) (17)
Fastest Growing: Sub. Revenue (24)
Fastest Growing: News. Revenue (25)
Fastest Growing: Avg. Circ. (27)
Fastest Growing: Sub. Circ. (28)
Fastest Growing: News. Circ. (29)
Market: Affluence A (32)
Market: General Interest (41)

Soap Opera Digest, Network Publishing Corporation
1984 Frequency: 26x
Folio:400 Rank: 104
28th by Newsstand Revenue (7)
19th by Net Chg. Avg. Circ. (9)
31st by Avg. Newsstand Circ. (12)
4th by Net Chg. Avg. News. Circ. (13)
44th by Total Annual Circ. (14)
25th by Avg. Edit. Pages/Copy (19)
17th by Annual Newsstand Sales (21)
Fastest Growing: Total Revenue (22)
Fastest Growing: Sub. Revenue (24)
Fastest Growing: News. Revenue (25)
Fastest Growing: Avg. Circ. (27)
Fastest Growing: News. Circ. (29)
Market: Women's Lifestyles (59)

Soldier of Fortune, Omega Group, Ltd.
1984 Frequency: 12x
Folio:400 Rank: 317
33rd by Avg. Sub. Price (20)
Market: Men's Lifestyles (48)

Southern Accents, W.R.C. Smith Publ. Co.
1984 Frequency: 6x
Folio:400 Rank: 347
Consumer Newcomers (30)
Market: City & Regional (38)
Market: Home (43)

Southern Living, Southern Progress Corp.
1984 Frequency: 12x
Folio:400 Rank: 29
26th by Ad Revenue (2)
30th by Net Chg. Ad Revenue (4) ▶

(Numbers in parentheses refer to sections)

  17th by Subscription Revenue (6)
  28th by Average Circulation (8)
  44th by Net Chg. Avg. Circ. (9)
  18th by Average Sub. Circ. (10)
  18th by Net Chg. Avg. News. Circ. (13)
  37th by Total Annual Circ. (14)
  14th by Total Revenue (Monthlies) (15)
  25th by Ad Pages (Monthlies) (16)
  11th by Ad Revenue (Monthlies) (17)
  34th by Avg. Ad Pages/Copy (18)
  32nd by Avg. Edit. Pages/Copy (19)
  Fastest Growing: News. Revenue (25)
  Fastest Growing: Avg. Circ. (27)
  Fastest Growing: Sub. Circ. (28)
  Fastest Growing: News. Circ. (29)
  Market: City & Regional (38)
  Market: Home (43)

Spectrum, The Institute of Electrical & Electronic Engineers, Inc.
  1984 Frequency: 12x
  Folio:400 Rank: 278
  44th by Net Chg. Ad Pages (5)
  50th by Ad Pages (Monthlies) (16)
  Fastest Growing: Total Revenue (22)
  Fastest Growing: Avg. Circ. (27)
  Market: Science & Nature (53)

Sport, Sports Media Corporation
  1984 Frequency: 12x
  Folio:400 Rank: 108
  Market: Sports (54)

The Sporting News, The Sporting News Publishing Company
  1984 Frequency: 52x
  Folio:400 Rank: 77
  27th by Subscription Revenue (6)
  26th by Net Chg. Avg. Circ. (9)
  23rd by Net Chg. Avg. Circ. (11)
  32nd by Total Annual Circ. (14)
  19th by Avg. Sub. Price (20)
  Fastest Growing: Sub. Revenue (24)
  Fastest Growing: Avg. Circ. (27)
  Fastest Growing: Sub. Circ. (28)
  Market: Newsmagazines (50)
  Market: Sports (54)

Sports Afield, Hearst Magazines
  1984 Frequency: 12x
  Folio:400 Rank: 121
  Market: Outdoor (51)

Sports Illustrated, Time Inc.
  1984 Frequency: 54x
  Folio:400 Rank: 5
  5th by Ad Revenue (2)
  14th by Ad Pages (3)
  2nd by Net Chg. Ad Revenue (4)
  11th by Net Chg. Ad Pages (5)
  5th by Subscription Revenue (6)
  34th by Newsstand Revenue (7)
  25th by Average Circulation (8)
  6th by Net Chg. Avg. Circ. (9)
  15th by Average Sub. Circ. (10)
  8th by Net Chg. Avg. Circ. (11)
  29th by Net Chg. Avg. News. Circ. (13)
  9th by Total Annual Circ. (14)
  7th by Avg. Sub. Price (20)
  34th by Annual Newsstand Sales (21)
  Fastest Growing: Total Revenue (22)
  Fastest Growing: Ad Revenue (23)
  Fastest Growing: Sub. Revenue (24)
  Fastest Growing: News. Revenue (25)
  Fastest Growing: Avg. Circ. (27)
  Fastest Growing: Sub. Circ. (28)
  Fastest Growing: News. Circ. (29)
  Market: Newsmagazines (50)
  Market: Sports (54)

STAR, News Group Magazines
  1984 Frequency: 52x
  Folio:400 Rank: 25
  7th by Newsstand Revenue (7)
  19th by Average Circulation (8)
  6th by Avg. Newsstand Circ. (12)
  7th by Total Annual Circ. (14)
  3rd by Annual Newsstand Sales (21)
  Market: General Interest (41)

Stereo Review, CBS Magazines
  1984 Frequency: 12x
  Folio:400 Rank: 131
  Market: Home Entertainment (44)

SUCCESS! The Magazine for Achievers, Success Magazine Company
  1984 Frequency: 12x
  Folio:400 Rank: 363
  Fastest Growing: Total Revenue (22)
  Fastest Growing: Sub. Revenue (24)
  Fastest Growing: Avg. Circ. (27)
  Fastest Growing: Sub. Circ. (28)
  Market: Business & Financial (37)
  Market: Personal Finance & Mgmt (52)

Successful Farming, Meredith Corp.
  1984 Frequency: 13x
  Folio:400 Rank: 120
  14th by Total Revenue (62)
  16th by Ad Revenue (63)
  17th by Sub. Revenue (64)
  2nd by Average Circulation (68)
  4th by Average Sub. Circ. (70)

Successful Meetings, Bill Comm., Inc.
  1984 Frequency: 12x
  Folio:400 Rank: 276
  37th by Net. Chg. Ad Revenue (66)
  42nd by Net. Chg. Ad Pages (67)
  45th by Avg. Ad Pages/Copy (72)
  11th by Avg. Edit. Pages/Copy (73)
  Fastest Growing: Total Revenue (74)
  Fastest Growing: Ad Pages (77)

Sunset, Lane Publishing Company
  1984 Frequency: 12x
  Folio:400 Rank: 35
  28th by Ad Revenue (2)
  40th by Ad Pages (3)
  42nd by Subscription Revenue (6)
  37th by Average Sub. Circ. (10)
  17th by Total Revenue (Monthlies) (15)
  16th by Ad Pages (Monthlies) (16)
  13th by Ad Revenue (Monthlies) (17)
  21st by Avg. Ad Pages/Copy (18)
  Fastest Growing: Sub. Revenue (24)
  Market: City & Regional (38)
  Market: Home (43)

Supermarket News, Fairchild Pubs.
  1984 Frequency: 52x
  Folio:400 Rank: 233
  46th by Ad Revenue (63)
  43rd by Average Sub. Circ. (70)
  45th by Net Chg. Avg. Sub. Circ. (71)
  Market: Retail Management (98)

Swank, Swank Magazine Corporation
  1984 Frequency: 12x
  Folio:400 Rank: 349

'Teen, Petersen Publishing Company
  1984 Frequency: 12x
  Folio:400 Rank: 113
  49th by Avg. Newsstand Circ. (12)
  Market: Youth & Teen (61)

Telephone Engineer & Management, Harcourt Brace Jovanovich Pubs.
  1984 Frequency: 24x
  Folio:400 Rank: 389
  29th by Ad Pages (65)
  21st by Net. Chg. Ad Pages (67)
  46th by Net Chg. Avg. Circ. (69)
  49th by Avg. Ad Pages/Copy (72)
  Fastest Growing: Ad Pages (77)
  Fastest Growing: Avg. Circ. (78)
  Market: Telecommunications (99)

Telephony, Telephony Publishing Corp.
  1984 Frequency: 53x
  Folio:400 Rank: 266
  11th by Ad Pages (65)
  39th by Net. Chg. Ad Revenue (66)
  10th by Net. Chg. Ad Pages (67)
  33rd by Net Chg. Avg. Sub. Circ. (71)
  Fastest Growing: Total Revenue (74)
  Fastest Growing: Sub. Revenue (76)
  Fastest Growing: Avg. Circ. (78)
  Market: Telecommunications (99)

Tennis, Golf Digest/Tennis, Inc.
  1984 Frequency: 12x
  Folio:400 Rank: 118
  Market: Sports (54)

Texas Homes, Southwest Media Corp.
  1984 Frequency: 12x
  Folio:400 Rank: 382
  Fastest Growing: Total Revenue (22)
  Fastest Growing: Ad Revenue (23)
  Fastest Growing: Ad Pages (26)
  Market: City & Regional (38)
  Market: Home (43)

Texas Monthly, Texas Monthly, Inc.
  1984 Frequency: 12x
  Folio:400 Rank: 119
  44th by Ad Pages (3)
  31st by Net Chg. Ad Pages (5)
  19th by Ad Pages (Monthlies) (16)
  50th by Ad Revenue (Monthlies) (17)
  24th by Avg. Ad Pages/Copy (18)
  49th by Avg. Edit. Pages/Copy (19)
  Market: Affluence B (33)
  Market: City & Regional (38)

TIME, Time Inc.
  1984 Frequency: 53x
  Folio:400 Rank: 2
  1st by Ad Revenue (2)
  17th by Ad Pages (3)
  3rd by Net Chg. Ad Revenue (4)
  48th by Net Chg. Ad Pages (5)
  2nd by Subscription Revenue (6)
  16th by Newsstand Revenue (7)
  13th by Average Circulation (8)
  7th by Average Sub. Circ. (10)
  4th by Total Annual Circ. (14)
  5th by Avg. Edit. Pages/Copy (19)
  16th by Annual Newsstand Sales (21)
  Fastest Growing: Sub. Revenue (24)
  Market: Newsmagazines (50)

Tooling & Production, Huebner Pubs., Inc.
  1984 Frequency: 12x
  Folio:400 Rank: 398
  30th by Avg. Ad Pages/Copy (72)
  Business Newcomers (80)
  Market: Metals (96)

Town & Country, Hearst Magazines
  1984 Frequency: 12x
  Folio:400 Rank: 69
  49th by Ad Revenue (2)
  32nd by Ad Pages (3)
  36th by Net Chg. Ad Revenue (4)
  40th by Net Chg. Avg. News. Circ. (13)
  42nd by Total Revenue (Monthlies) (15)
  11th by Ad Pages (Monthlies) (16)
  29th by Ad Revenue (Monthlies) (17)
  16th by Avg. Ad Pages/Copy (18)
  43rd by Avg. Edit. Pages/Copy (19)
  Fastest Growing: Total Revenue (22)
  Fastest Growing: Sub. Revenue (24)
  Fastest Growing: News. Circ. (29)
  Market: Affluence A (32)
  Market: Women's Lifestyles (59)

Trailer Life, TL Enterprises, Inc.
  1984 Frequency: 12x
  Folio:400 Rank: 238
  28th by Net Chg. Ad Pages (5)
  31st by Ad Pages (Monthlies) (16)
  40th by Avg. Ad Pages/Copy (18)
  Fastest Growing: Ad Revenue (23)
  Market: Lifestyles (46)

The Travel Agent, The American Traveler, Inc.
  1984 Frequency: 160x
  Folio:400 Rank: 183
  36th by Total Revenue (62)
  30th by Ad Revenue (63)
  1st by Ad Pages (65)
  48th by Net Chg. Avg. Circ. (69)
  20th by Net Chg. Avg. Sub. Circ. (71)
  Fastest Growing: Sub. Revenue (76)
  Fastest Growing: Avg. Circ. (78)
  Fastest Growing: Avg. Sub. Circ. (79)
  Market: Bus. & Cons. Services (86)

Travel & Leisure, American Express Publishing Corporation
  1984 Frequency: 12x
  Folio:400 Rank: 47
  46th by Ad Revenue (2)
  34th by Net Chg. Ad Revenue (4)
  27th by Net Chg. Ad Pages (5)
  29th by Subscription Revenue (6)
  48th by Average Sub. Circ. (10)
  26th by Total Revenue (Monthlies) (15)
  36th by Ad Pages (Monthlies) (16)
  26th by Ad Revenue (Monthlies) (17)
  46th by Avg. Ad Pages/Copy (18)
  Fastest Growing: Ad Revenue (23)
  Fastest Growing: Ad Pages (26)
  Market: Affluence A (32)
  Market: Travel (56)

Travel-Holiday, Travel Magazine, Inc.
  1984 Frequency: 12x
  Folio:400 Rank: 195
  Market: Travel (56)

- **True Story**, MacFadden Women's Group
  - 1984 Frequency: 12x
  - Folio:400 Rank: 97
  - 46th by Average Circulation (8)
  - 38th by Average Sub. Circ. (10)
  - 47th by Avg. Newsstand Circ. (12)
  - Market: Women's Lifestyles (59)
- **TV Guide**, Triangle Publications, Inc.
  - 1984 Frequency: 52x
  - Folio:400 Rank: 1
  - 2nd by Ad Revenue (2)
  - 9th by Ad Pages (3)
  - 4th by Net Chg. Ad Revenue (4)
  - 32nd by Net Chg. Ad Pages (5)
  - 1st by Subscription Revenue (6)
  - 1st by Newsstand Revenue (7)
  - 3rd by Average Circulation (8)
  - 35th by Net Chg. Avg. Circ. (9)
  - 4th by Average Sub. Circ. (10)
  - 2nd by Net Chg. Avg. Circ. (11)
  - 1st by Avg. Newsstand Circ. (12)
  - 2nd by Total Annual Circ. (14)
  - 16th by Avg. Edit. Pages/Copy (19)
  - 42nd by Avg. Sub. Price (20)
  - 1st by Annual Newsstand Sales (21)
  - Fastest Growing: Sub. Revenue (24)
  - Fastest Growing: Sub. Circ. (28)
  - Fastest Growing: News. Circ. (29)
  - Market: General Interest (41)
  - Market: Newsmagazines (50)
- **TWA Ambassador**, Paulsen Publishing, Inc.
  - 1984 Frequency: 12x
  - Folio:400 Rank: 352
  - Fastest Growing: Total Revenue (22)
  - Market: Affluence B (33)
  - Market: Inflight (45)
- **U.S.News & World Report**, U.S.News & World Report, Inc.
  - 1984 Frequency: 52x
  - Folio:400 Rank: 14
  - 16th by Ad Revenue (2)
  - 42nd by Ad Pages (3)
  - 24th by Net Chg. Ad Revenue (4)
  - 8th by Subscription Revenue (6)
  - 29th by Average Circulation (8)
  - 20th by Average Sub. Circ. (10)
  - 13th by Total Annual Circ. (14)
  - 18th by Avg. Sub. Price (20)
  - Fastest Growing: Sub. Revenue (24)
  - Market: Newsmagazines (50)
- **United**, East/West Network, Inc.
  - 1984 Frequency: 12x
  - Folio:400 Rank: 160
  - 26th by Net Chg. Ad Pages (5)
  - 35th by Ad Pages (Monthlies) (16)
  - 44th by Avg. Ad Pages/Copy (18)
  - Fastest Growing: Total Revenue (22)
  - Fastest Growing: Ad Revenue (23)
  - Fastest Growing: Ad Pages (26)
  - Market: Inflight (45)
- **US**, US Magazine Company
  - 1984 Frequency: 28x
  - Folio:400 Rank: 74
  - 22nd by Newsstand Revenue (7)
  - 25th by Avg. Newsstand Circ. (12)
  - 35th by Total Annual Circ. (14)
  - 14th by Annual Newsstand Sales (21)
  - Fastest Growing: News. Revenue (25)
  - Market: General Interest (41)
- **USA WEEKEND**, see Family Weekly
- **Vanity Fair**, The Conde Nast Pubs. Inc.
  - 1984 Frequency: 12x
  - Folio:400 Rank: 262
  - 31st by Net Chg. Avg. News. Circ. (13)
  - 9th by Avg. Edit. Pages/Copy (19)
  - Market: Affluence B (33)
  - Market: General Interest (41)
- **Venture**, Venture Magazine Inc.
  - 1984 Frequency: 12x
  - Folio:400 Rank: 168
  - 47th by Net Chg. Ad Revenue (4)
  - 17th by Net Chg. Ad Pages (5)
  - Fastest Growing: Total Revenue (22)
  - Fastest Growing: Ad Revenue (23)
  - Fastest Growing: Sub. Revenue (24)
  - Fastest Growing: Ad Pages (26)
  - Fastest Growing: Sub. Circ. (28)
  - Market: Affluence B (33)
  - Market: Business & Financial (37)
- **VFW Magazine**, Veterans of Foreign Wars of the United States
  - 1984 Frequency: 11x
  - Folio:400 Rank: 356
  - 33rd by Average Circulation (8)
  - 23rd by Average Sub. Circ. (10)
  - Fastest Growing: Total Revenue (22)
  - Fastest Growing: Sub. Revenue (24)
  - Fastest Growing: Sub. Circ. (28)
  - Market: Maturity (47)
- **Video**, Reese Communications, Inc.
  - 1984 Frequency: 12x
  - Folio:400 Rank: 254
  - 49th by Net Chg. Ad Pages (5)
  - 33rd by Net Chg. Avg. News. Circ. (13)
  - Fastest Growing: Total Revenue (22)
  - Fastest Growing: Ad Revenue (23)
  - Fastest Growing: Ad Pages (26)
  - Fastest Growing: Avg. Circ. (27)
  - Market: Home Entertainment (44)
- **Video Review**, Viare Publishing
  - 1984 Frequency: 12x
  - Folio:400 Rank: 211
  - 22nd by Net Chg. Avg. Circ. (9)
  - 19th by Net Chg. Avg. Circ. (11)
  - Fastest Growing: Total Revenue (22)
  - Fastest Growing: Sub. Revenue (24)
  - Fastest Growing: Avg. Circ. (27)
  - Fastest Growing: Sub. Circ. (28)
  - Market: Home Entertainment (44)
- **Vogue**, The Conde Nast Publications Inc.
  - 1984 Frequency: 12x
  - Folio:400 Rank: 26
  - 21st by Ad Revenue (2)
  - 12th by Ad Pages (3)
  - 18th by Net Chg. Ad Revenue (4)
  - 8th by Net Chg. Ad Pages (5)
  - 14th by Newsstand Revenue (7)
  - 45th by Net Chg. Avg. Circ. (9)
  - 19th by Avg. Newsstand Circ. (12)
  - 7th by Net Chg. Avg. News. Circ. (13)
  - 11th by Total Revenue (Monthlies) (15)
  - 2nd by Ad Pages (Monthlies) (16)
  - 7th by Ad Revenue (Monthlies) (17)
  - 4th by Avg. Ad Pages/Copy (18)
  - 5th by Avg. Edit. Pages/Copy (19)
  - 24th by Annual Newsstand Sales (21)
  - Fastest Growing: News. Revenue (25)
  - Fastest Growing: Ad Pages (26)
  - Fastest Growing: Avg. Circ. (27)
  - Fastest Growing: News. Circ. (29)
  - Market: Women's Fashion (58)
  - Market: Women's Lifestyles (59)
- **W**, Fairchild Publications
  - 1984 Frequency: 26x
  - Folio:400 Rank: 101
  - 45th by Net Chg. Ad Revenue (4)
  - 40th by Net Chg. Ad Pages (5)
  - 34th by Avg. Sub. Price (20)
  - Fastest Growing: Total Revenue (22)
  - Fastest Growing: Ad Revenue (23)
  - Market: Affluence B (33)
  - Market: Women's Fashion (58)

(Numbers in parentheses refer to sections)

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Figures are FOLIO estimates for the calendar year 1984.
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MAGAZINE INDEX

Wallaces Farmer, Farm Progress Companies
1984 Frequency: 23x
Folio:400 Rank: 316
27th by Average Sub. Circ. (70)

The Washingtonian Magazine, Washington Magazine, Inc.
1984 Frequency: 12x
Folio:400 Rank: 248
28th by Ad Pages (3)
21st by Net Chg. Ad Pages (5)
8th by Ad Pages (Monthlies) (16)
13th by Avg. Ad Pages/Copy (18)
31st by Avg. Edit. Pages/Copy (19)
Market: City & Regional (38)

Weight Watcher's Magazine, W/W Twentyfirst Corporation
1984 Frequency: 12x
Folio:400 Rank: 169
27th by Net Chg. Avg. Circ. (9)
36th by Net Chg. Avg. Circ. (11)
22nd by Net Chg. Avg. News. Circ. (13)
Fastest Growing: Ad Revenue (23)
Fastest Growing: News. Revenue (25)
Fastest Growing: Ad Pages (26)
Fastest Growing: News. Circ. (29)
Market: Health & Fitness (42)

Woman's Day, CBS Magazines
1984 Frequency: 15x
Folio:400 Rank: 11
14th by Ad Revenue (2)
41st by Net Chg. Ad Revenue (4)
6th by Newsstand Revenue (7)
9th by Average Circulation (8)
3rd by Avg. Newsstand Circ. (12)
14th by Total Annual Circ. (14)
5th by Annual Newsstand Sales (21)
Fastest Growing: Sub. Revenue (24)
Fastest Growing: News. Revenue (25)
Fastest Growing: Sub. Circ. (28)
Fastest Growing: News. Circ. (29)
Market: Women's Service (60)

Women's Wear Daily, Fairchild Pubs.
1984 Frequency: 250x
Folio:400 Rank: 70
2nd by Total Revenue (62)
2nd by Ad Revenue (63)
21st by Sub. Revenue (64)
2nd by Ad Pages (65)
15th by Net. Chg. Ad Revenue (66)
36th by Net. Chg. Ad Pages (67)
39th by Average Sub. Circ. (70)
26th by Net Chg. Avg. Sub. Circ. (71)
Market: Apparel (83)

The Workbasket, and Home Arts Magazine, Modern Handcraft, Inc.
1984 Frequency: 10x
Folio:400 Rank: 237
36th by Average Circulation (8)
24th by Average Sub. Circ. (10)
Market: Women's Service (60)

Workbench, The Do-It-Yourself Magazine, Modern Handcraft, Inc.
1984 Frequency: 6x
Folio:400 Rank: 296
Market: Home (43)
Market: Men's Service (49)

Working Mother, The McCall Publ. Co.
1984 Frequency: 12x
Folio:400 Rank: 135
29th by Net Chg. Avg. Circ. (9)
27th by Net Chg. Avg. Circ. (11)
Fastest Growing: Total Revenue (22)
Fastest Growing: Sub. Revenue (24)
Fastest Growing: Avg. Circ. (27)
Fastest Growing: Sub. Circ. (28)
Market: Women-in-Business (57)
Market: Women's Service (60)

Working Woman, Hal Publications
1984 Frequency: 12x
Folio:400 Rank: 87
43rd by Net Chg. Ad Revenue (4)
24th by Net Chg. Avg. Circ. (9)
22nd by Net Chg. Avg. Circ. (11)
49th by Total Revenue (Monthlies) (15)
37th by Ad Pages (Monthlies) (16)
41st by Ad Revenue (Monthlies) (17)
48th by Avg. Ad Pages/Copy (18)
Fastest Growing: Total Revenue (22)
Fastest Growing: Ad Revenue (23)
Fastest Growing: Avg. Circ. (27)
Fastest Growing: Sub. Circ. (28)
Market: Business & Financial (37)
Market: Women's Lifestyles (59)

World Tennis, Family Media, Inc.
1984 Frequency: 12x
Folio:400 Rank: 239
Market: Sports (54)

Yachting, CBS Magazines
1984 Frequency: 12x
Folio:400 Rank: 191
25th by Ad Pages (3)
15th by Net Chg. Ad Pages (5)
6th by Ad Pages (Monthlies) (16)
11th by Avg. Ad Pages/Copy (18)
Market: Lifestyles (46)
Market: Sports (54)

Yankee, Yankee Publishing Inc.
1984 Frequency: 12x
Folio:400 Rank: 123
50th by Subscription Revenue (6)
45th by Avg. Edit. Pages/Copy (19)
Market: City & Regional (38)
Market: General Interest (41)

Young Miss, Gruner + Jahr USA Publishing
1984 Frequency: 10x
Folio:400 Rank: 175
Consumer Newcomers (30)
Market: Youth & Teen (61)

(Numbers in parentheses refer to sections)

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  - AOPA Pilot
- **American Academy of Family Physicians**
  - American Family Physician
- **American Airlines, Inc.**, see AMR Corporation
- **American Association for the Advancement of Science**
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  - Science 84
- **American Association of Retired Persons**
  - **Maturity Magazines Group**
    - Modern Maturity
- **American Baby, Inc.**
  - American Baby
- **American Banker Inc.**
  - American Banker
- **American Bar Association**
  - ABA Journal
- **American Broadcasting Companies, Inc.**
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  - Annals of Internal Medicine
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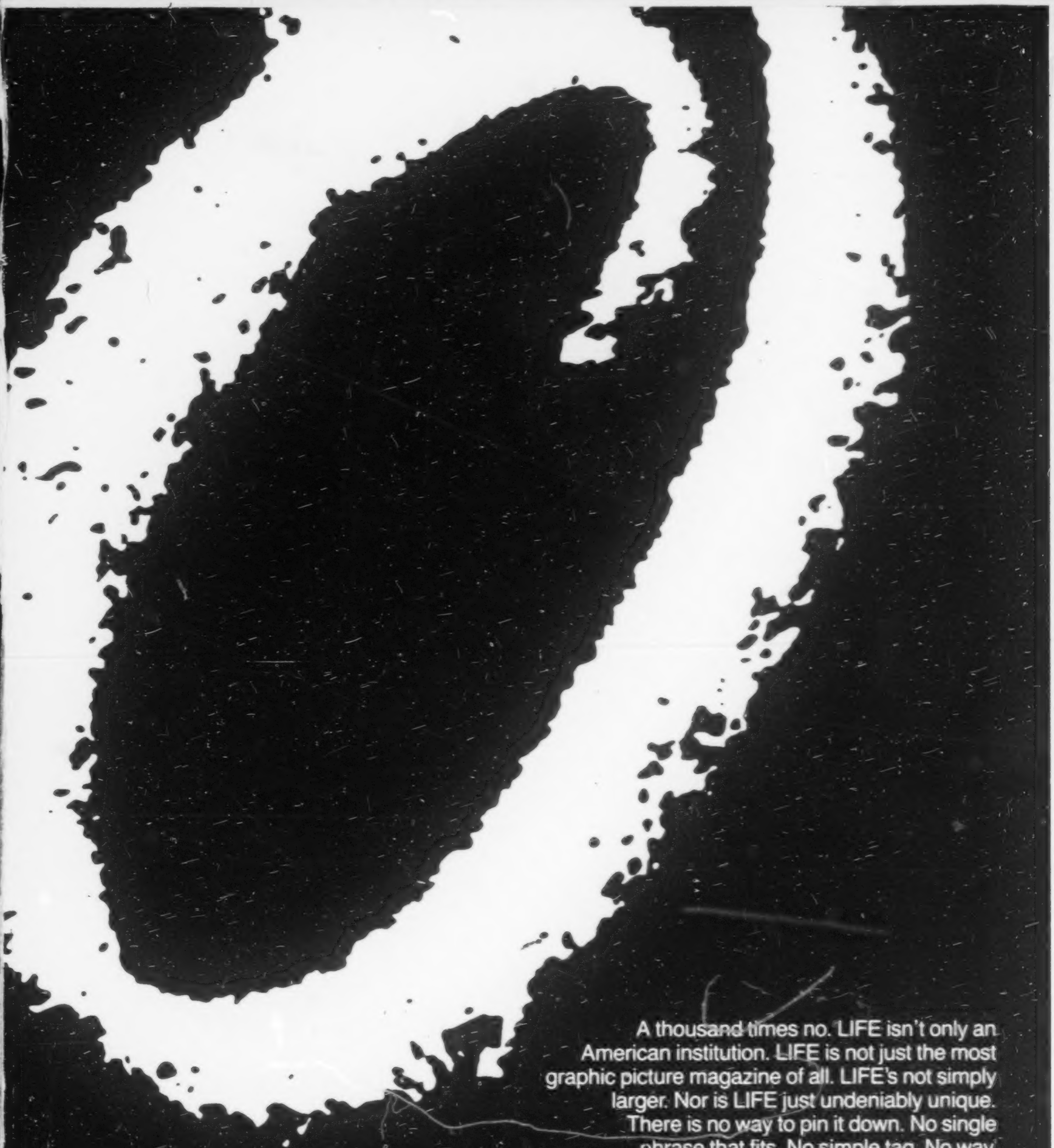

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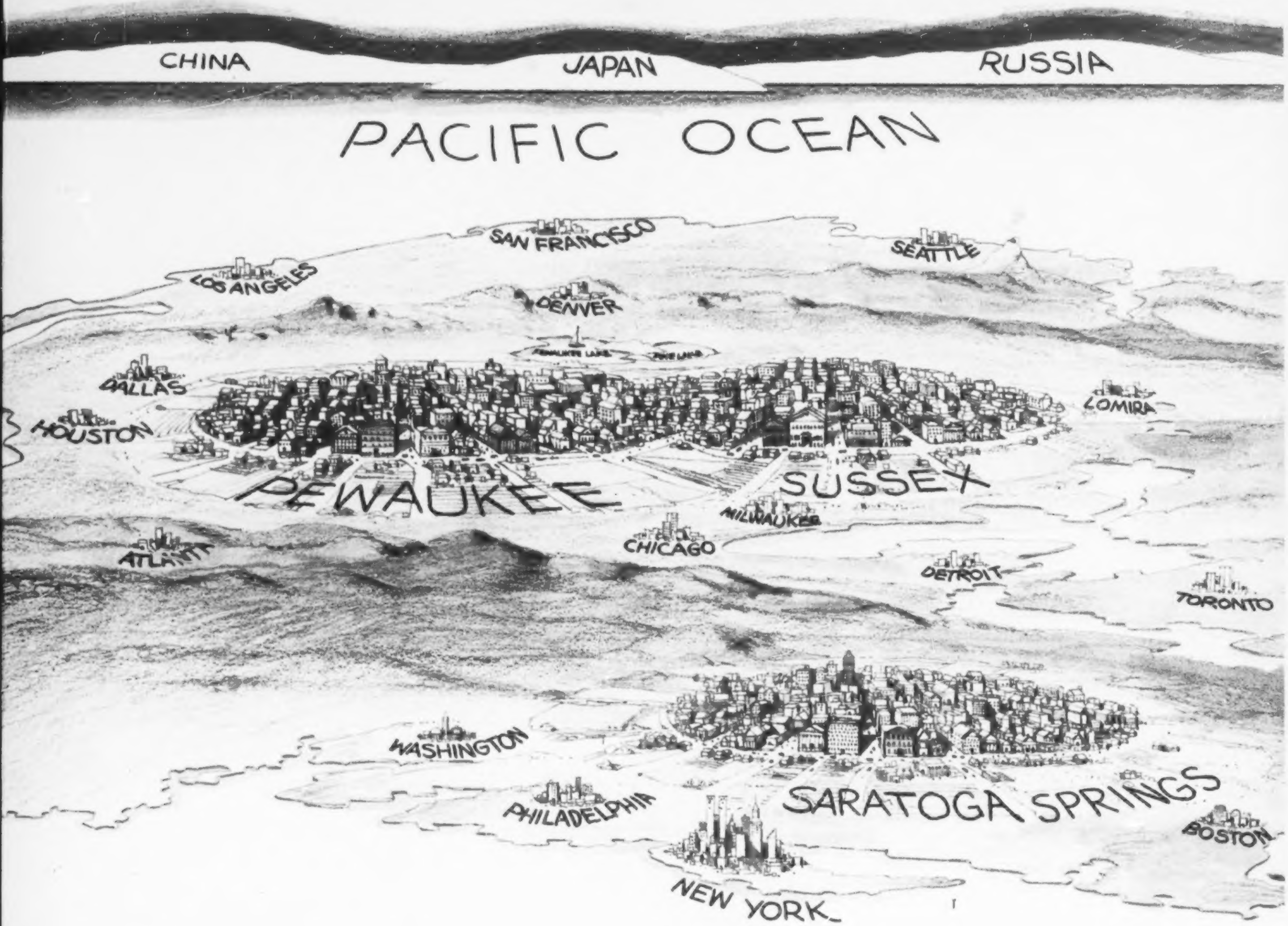
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